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ABSTRACT

This report presents an addendum update of the 1989 Sourcebook of Arts Statistics. The 1989 Sourcebook was the second in a series begun in 1987. The sourcebook and the 1992 Addendum are intended to serve as general reference books on arts statistics. The 1992 Addendum includes only new information or statistical series that could be updated since the 1989 report was prepared. It is, therefore, intended to be used in conjunction with the 1989 Sourcebook and is not intended to stand on its own as a summary of the most recent available national statistics on the topic. The report contains eight chapters, three are general cross-disciplinary chapters and five focus on specific disciplines or groups of disciplines. The chapters are as follows: (1) Arts in the economy; (2) Artists and arts employment; (3) Arts education; (4) Performing arts; (5) Visual arts; (6) Literature; (7) Museums; and (8) Motion pictures, radio, television, and recording. (DB)

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1992 Addendum to the 1989 Sourcebook of Arts Statistics

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Finally, we especially acknowledge with gratitude the many arts organizations that provided the statistical data upon which this compilation is based. We were especially pleased that virtually all of the organizations submitting data used in the original Sourcebook responded to our request for updated information.

Text authorship for this report is as follows:

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INTRODUCTION

This report presents an addendum update of the *1989 Sourcebook of Arts Statistics*. The 1989 Sourcebook was the second in a series begun in 1987. The 1987 effort represented the first attempt to compile national arts statistics into one reference volume since a report entitled *Arts in American Life* by F.P. Keppel and R. L. Duffs, published in 1933.

The 1987 and 1989 compilations were completed to serve as sourcebooks for the preparation of mandated reports to Congress on the State of the Arts in the United States. (Congress has requested that this report be prepared biennially beginning in October of 1988 and quadrennially after 1992). This is also the purpose of the 1992 Addendum.

The Sourcebooks and the 1992 Addendum are also intended to serve as general reference books on arts statistics. The focus of the compilations is on nationally representative data, although for certain topics for which national data were not found, materials are included that are not national in focus.

The format and content of the 1992 edition differs from that of 1987 and 1989 in that information is presented as an Addendum to the 1989 Sourcebook.

The 1989 Sourcebook repeated many tables from the 1987 edition containing historical series information or single year studies that could not be updated, but were the latest information available on the topic. Due to space constraints (1989 edition contained over 800 pages), these tables are not repeated in the 1992 Addendum.

The 1992 Addendum includes only new information or statistical series that could be updated since the 1989 report was prepared. It is, therefore, intended to be used in conjunction with the 1989 Sourcebook and is not intended to stand on its own as a summary of the most recent available national statistics on the topic. For example, the data from the 1980 Census (1990 Census occupational information are not yet available) are not repeated in the Addendum but are included in the 1989 Sourcebook. There are also data series that have been updated in the 1992 Addendum, but due to space limitations the reader is referred to the 1989 Sourcebook for earlier years' data.

For ease of use with reference to the 1989 Sourcebook, each table in the Addendum indicates the tables in the 1989 Sourcebook that contain related data. New studies in the 1992 Addendum that were not included in the 1989 edition are identified as such.

The materials included vary widely as to topic and statistical methodology. Where information is available, an attempt has been made to include brief methodological descriptions of the studies.

Statistics included in the compilation were collected by both library research and by contacting relevant organizations and asking them to submit data for inclusion. For the 1987 Sourcebook, a mailing was sent to about 500 arts-related organizations. The letter, sent by the National Endowment for the Arts, requested that organizations send results of studies they might have conducted in the last 5 years or any reports showing trend data to Westat. In all, about 100 arts-related organizations sent materials for inclusion. From these materials, summary statistics were selected for the original Sourcebook.

For the 1989 update, each organization having data included in the 1987 edition was contacted by mail and phone. We also contacted a small number of new sources known to have arts-related data. Of those organizations contacted, virtually all sent revised data or notified us that they had not yet updated the data included in the original Sourcebook.

For the 1992 update, all organizations submitting information in 1989 or 1987 were recontacted. In addition, about 15 new organizations thought to have some information were also contacted.

The 1992 Addendum consists of over 300 tables and charts. With one or two exceptions, each of these presents new data not included in previous editions. Time series data that could be updated were kept intact, and additional years were added to the series wherever possible. However, it was not possible to include all of the tables in the 1987 and 1989 editions that presented in-depth, single year data as well as all the new tables presenting additional single year data. In many cases these tables were replaced with more recent data. The reader interested in comparison over time may find it useful to consult the 1987 and 1989 editions for the earlier data.

The introductions to each of the chapters call attention to data in the earlier reports that were not updated for the 1992 Addendum.

Organization of the Sourcebook

The statistics are presented in eight chapters. Three are general cross-disciplinary chapters and five focus on specific disciplines or groups of disciplines. The chapters are as follows:

- Chapter 1: Arts in the Economy
- Chapter 2: Artist and Arts Employment
- Chapter 3: Arts Education
- Chapter 4: Performing Arts
- Chapter 5: Visual Arts
- Chapter 6: Literature
- Chapter 7: Museums
- Chapter 8: Motion Pictures, Radio, Television, and Recording

Audience information. The 1987 and 1989 Sourcebooks contained a separate cross-discipline chapter on Arts Audiences (chapter 9). This chapter primarily summarized data from the *Study of Public Participation in the Arts (SPPA)* series. This study, sponsored by the National Endowment for the Arts, has been conducted twice by the U.S. Census Bureau as part of the Current Population Survey in the years 1982 and 1985. The *SPPA* is currently being reconducted by Census for the year 1992. Data from this survey will be available in 1993. Since the bulk of the information in chapter 9 of the 1989 Sourcebook could not yet be updated, available new data on arts audiences have been integrated with the appropriate discipline chapters. Audience data can be found in the following tables throughout the Addendum: 4-4, 4-6, 4-15, 4-16, 4-26,4-37, 7-24, 7-25, 7-26, 8-11, 8-12, 8-15, 8-33, 8-34, and 8-35. In addition, summary tables from an international study of arts participation in Great Britain are included in appendix 1.

In general, tables that include data from more than one discipline are included in the three functional chapters, and those that cover only one discipline or one group of disciplines are in the five discipline-specific chapters. A bibliography of sources is presented in appendix 2.

While an attempt has been made to cover as many aspects of the arts as possible within the limits of funding resources available, it is recognized that not all areas of the arts are represented and not all areas have equal coverage. It is hoped, however, that this collection of information into one volume will provide a useful reference for those interested in the arts and arts-related research.

Chapter 1

Arts in the Economy

Arts in the National Economy
Tables 1-1 to 1-9

Public and Private Support for the Arts
Tables 1-10 to 1-49b

The tables presented in the first part of chapter 1 summarize arts-related industries as they are categorized in major national economic accounts and censuses. The remainder of the chapter presents data on public and private support for the arts.

Major Sources of Information

The following are the major sources of information for tables in this chapter:

Arts in the National Economy

- Bureau of Economic Analysis, National Income and Product Accounts (NIPA);
- Bureau of Labor Statistics, Consumer Expenditure Survey;
- Bureau of Census, Census of Service Industries;
- National Endowment for the Arts, Research Division, analyses of the NIPA and Census of Service Industries.

Public Support for the Arts

- National Income and Product Accounts (government expenditures);
- National Endowment for the Arts budget office;
- National Endowment for the Arts grants management office;
- National Assembly of State Arts Agencies (NASAA);
- National Assembly of Local Arts Agencies (NALAA).

Private Support for the Arts

- Associated Fund Raising Counsel;
- Foundation Center;
- Corporate Conference Board;
- American Council for the Arts and United Arts Funds;
- INDEPENDENT SECTOR.

The introductory chapters to the 1989 edition of the Sourcebook present detailed discussion of the sources of information. The reader is referred to these introductions and to the methodological notes on the tables themselves for detailed information about the sources of information for the tables included in this and subsequent chapters of the Addendum.

Comparison with 1989 Sourcebook

Most of the tables included in chapter 1 are taken from government or private sources that conduct yearly or periodic studies to update information. Consequently, almost all of the tables in chapter 1 of the Sourcebook, with the exception of an NEA sponsored study of support for touring and presenting (tables 1-24a and 1-24b in the 1989 edition), have been updated here.

Data Sources Having Special Updates Since the 1989 Edition

There are a number of notable sources of information on the arts in the economy that have had special updates since the compilation of the 1989 edition.

In July of 1991, the 1987 Census of Service Industry data pertaining to arts establishments were published in the *1987 Census of Service Industries, Miscellaneous Subjects* report. This study, conducted every 5 years, presents information on the number of service-related establishments, number of employees, total receipts, and sources of income. Information from the 1987 Census pertaining to the arts is first presented in tables 1-7, 1-8, and 1-9 in chapter 1.

More detailed information on arts-related establishments from the 1987 Census of Service Industries is presented in the subject specific chapters. Additional data are presented in chapter 4 for performing arts; in chapter 5 for architecture and photography; in chapter 7 for museums; and in chapter 8 for motion pictures, radio, and television.

The Bureau of Economic Analysis of the Department of Commerce has recently completed a revision of the National Income and Product Accounts including the Personal Consumption Expenditures data back to 1959 (tables 1-2a to 1-4b). These revisions are done every 5 years. Due to the historical revision, the figures presented in the 1992 Addendum may differ slightly from those included in the 1987 and 1989 Sourcebooks.

Highlights of Information in Chapter 1

Arts in the National Economy

The National Income and Product Accounts

- There are four broad categories in the National Income and Product Accounts of particular interest to the arts. These are amusement and recreation services (excluding motion pictures), motion pictures, radio and television broadcasting, and printing and publishing (table 1-1a).

- Since 1947, the category amusement and recreation services (excluding motion pictures) has fluctuated from between .39 percent of the Gross National Product (GNP) in 1951 and .57 percent in 1989 (table 1-1b).

- Motion pictures have gone from .60 percent of the GNP in 1947 to .28 percent in 1989; There was a steady decline in the motion picture category from 1947 to 1960. Since then, the percent has fluctuated between a low of .18 reached in 1980 and a high of .30 in 1987, which was the highest level since 1956 (table 1-1b).

- Since 1947, radio and television broadcasting has gone from .09 percent of the GNP to .32 percent in 1989 (table 1-1b).

- Since 1947, printing and publishing has fluctuated between 1.42 and 1.14 of the GNP, being at 1.31 in 1989 and 1.36 in 1947 (table 1-1b).

Recreation Expenditures as a Part of the GNP

- Recreation expenditures taken as a whole were 4.14 percent of the Gross National Product (GNP) in 1929, and 5.13 percent in 1990 (table 1-2b).

- Recreation expenditures as a percent of the GNP fell in the 1930's during the Great Depression (3.57 percent in 1935) and were lowest during World War II (2.86 in 1945) (table 1-2b).

- Since 1960, when recreation expenditures were 3.59 percent of the GNP, there has been a steady increase to 5.13 percent in 1990 (table 1-2b).

The Arts as a Percentage of Total Recreation Expenditures

- Admissions to motion pictures declined from a high of 24 percent of recreation expenditures in 1945 to a low of 1.5 percent in 1990 (table 1-3a and 1-3b).

- Admissions to live entertainment (the category in which admissions to theatre, opera, and other nonprofit entertainments are included), after large declines between 1909 and 1935, have stabilized and increased slightly as a percent of recreation expenditures since 1975 (from 1.1 percent in

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1975 to 1.8 percent in 1990; tables 1-3a and 1-3b).

- Admissions to live entertainment excluding sports have gained relative to sports since 1975. In 1975, sports were 1.9 percent of recreation expenditures, when arts admissions were 1.1 percent. In 1990, live entertainment admissions were higher than sports admissions (1.8 percent compared with 1.6 percent; table 1-3b).
- The radio and television receivers, records, and musical instruments category is the largest in the recreation classification, ranging from 16 to 20 percent of the total since 1960 (table 1-3b).

Bureau of Labor Statistics Consumer Expenditure Survey

- An average of $1,479 was spent on entertainment and reading per consumer unit in 1988 (table 1-6).
- Average expenditures for entertainment and reading in 1988 ranged from $487 for those earning less than $5,000 to $3,435 for those with incomes of $50,000 and over (table 1-6).
- Taken together, expenditures for entertainment and reading were 5.4 percent of all consumer expenditures in 1986 and 5.7 percent in 1988 (table 1-6).

The 1987 Census of Service Industries

The Census of Service Industries, part of the Economic Census, is another source of data on arts-related industries. Since 1967, these censuses have been conducted every 5 years. The most recent census was conducted in 1988, covering 1987. Data were released in 1991. Tables 1-7 to 1-9 present selected data from 1987 that update tables presented in previous sourcebooks for 1982.

Number of Arts-Related Establishments

- In the category of theatrical producers (except motion picture), bands, orchestras, and other entertainment, the Census of Service Industries lists a total of 7,847 establishments subject to Federal tax and 2,132 establishments that are tax exempt (table 1-7) .
- In the category of museums, the Census of Service Industries lists 328 firms subject to Federal tax and 2,695 tax-exempt museums (table 1-7).
- There were a total of 17,777 architectural firms enumerated by the Census of Service Industries in 1987 (table 1-7).
- A major new category of arts-related businesses are video rental establishments. There were over 16,000 in 1987 (table 1-7).

Public Support for the Arts

- Since 1952 (the first date shown in table 1-10), at no time have expenditures for recreation and culture equaled more than 1 percent of the total combined Federal, State, and local expenditures.
- For the years since 1952, the peak occurred in 1975 when recreation and culture represented .92 percent of total expenditures. This was up from .32 in 1952. This peak may have been associated with events that were part of the Bicentennial celebration (table 1-10).
- The years of the 1980's saw a decline from highs of the 1970's in combined government expenditures for recreation and culture, down from .92 percent in 1975 to .75 percent in 1985. By 1989 the combined government expenditures for recreation and culture had risen somewhat to .85 percent of the total (table 1-10).
- The percent of Federal government expenditures going to recreation and culture declined over the period between 1980 and 1989, going from .29 percent in 1980 to .16 percent by 1987, where it has stayed through 1989 (table 1-11).
- Education has also seen a decline, being 2.27 percent of Federal expenditures in 1980, 1.58 in 1987, and 1.70 in 1989 (table 1-11).
- State and local expenditures for recreation and culture were about 1.5 percent of the total in 1955, 1.9 in 1980, and 1.9 in 1989.

Education expenditures were 36 percent in 1955, 40 percent in 1980, and 39 percent in 1989 (table 1-12).

- Between 1980 and 1985 there was a decline of about 5 percent in total government support for recreation and culture in constant dollars. This decline was reversed by 1987, due to increased State and local expenditures (table 1-13).

- Federal government support for recreation and culture continued to decline in constant dollars, declining by 30 percent from 1980 to 1989 (table 1-13).

Federal Appropriations for Major Cultural Programs

- The largest amount of Federal money for cultural agencies and programs goes to the Smithsonian (appropriations at about $326,117 million in 1991) and the Corporation for Public Broadcasting (appropriations at about $298,870 million in 1991; table 1-14).

- The National Endowment for the Arts received about $174 million for 1991 and $176 million for 1992 (table 1-15).

Funding for the National Endowment for the Arts

- Funding levels for the National Endowment for the Arts began at about $2.9 million in 1966, were at about $165 million in 1987, and $176 million in 1992 (table 1-15).

- Between 1980 and 1987 there was, in constant 1985 dollars, about a 22 percent decline in NEA appropriations (chart 1-7).

- Based on the ratio of amount of grants awarded to appropriations, on average, about 88 to 92 percent of the National Endowment for the Arts appropriation is then re-awarded in grants (tables 1-16b and 1-15).

- A total of 4,090 grants were awarded by NEA in 1991, down from a total of 4,464 in 1988 (table 1-16b).

- The largest dollar amount of awards goes to State programs which were awarded 22.7 percent of the dollar amount of awards in 1991 (table 1-16b).

State Arts Agency Funding

- In FY91 total State Arts Agency appropriations fell for the first time since 1966. Total State Arts Agency appropriations were $292 million in 1990 and $274 million in 1991 (table 1-19).

- Preliminary figures for 1992 indicate a larger further decline of total State Arts Agency funding of over 21 percent from 1991 levels (tables 1-19 and 1-20).

- Total State appropriations were similar in amount to NEA appropriations from 1966 to 1972, less from 1972 to 1984, equal in 1985, and well above in 1986 through 1992 (chart 1-7 and table 1-19).

- Large cuts have been experienced by the largest State Arts Agency, New York, which had funding at $51 million in 1990 and accounted for 20 percent of total State Arts Agency funding. New York funding is projected to be only $32 million for FY92 (table 1-20).

Local Arts Agency Funding

- Average funding per Local Arts Agency for the 50 largest cities excluding New York was $2.17 million for FY92. About 74 percent of Local Arts Agency funding comes from local government support. New York City Department of Cultural Affairs had funding of $71.6 million for FY92 (table 1-22a).

International Comparison

- Comparisons for the year 1987 indicate that the United States does not compare favorably with Canada and Western European countries in direct government expenditures for the arts (table 1-23).

Private Support for the Arts

Total Giving

- Total giving in the United States for 1990 for all causes from individuals, corporations, foundations and bequests was estimated at $122.57 billion (table 1-24a).

- Overall, by far the largest source of private philanthropy is from individuals, which accounted for 83 percent of philanthropic support in 1990 (table 1-24a).
- Bequests represent 6.4 percent of philanthropy. Foundations represent 5.8 percent and corporations 4.8 percent of total giving (calculated from table 1-24a).
- Total private philanthropy in constant 1982 dollars increased by about 60 percent from 1970 to 1990 ($52 billion to $83 billion; table 1-24b).
- Overall in the period of 1970 to 1990 giving for the arts and humanities grew at a much faster rate than total giving (by 228 percent in constant 1982 dollars; table 1-25b).
- However, in the period since 1980, growth in arts giving has been at about the same rate as total giving (42 percent growth for the arts and humanities compared with 43 percent increase in total giving in constant dollars; table 1-25b).
- Total private support for the arts was estimated at $7.89 billion in 1990 (table 1-25a).
- Total giving to the arts and humanities was estimated to be 6.4 percent of private philanthropy in 1990, up from only 3.2 percent of giving in 1970, but down slightly from 6.5 percent in 1989 (calculated from table 1-25a).

Foundation Support

- Foundation awards to the category "Arts and Culture" (shown in table 1-27) were 14 percent of the total in dollars awarded and 17 percent of the number of grants in 1990. (Grants included in Foundation Center tracking represent about 57 percent of total foundation giving.)
- Among foundation grants of over $10,000, the average amount of foundation grant awards in the area of arts and culture was about $70,000 in 1990 (calculated from table 1-28).

United Arts Funds

- In 1965 there were 12 United Arts Funds; by 1990 there were 63 (table 1-32).
- Funds raised by United Arts Funds have grown from $2.5 million in 1965 to $84 million in 1990 (table 1-32).
- The largest percentage of United Arts Fund contributions (50 percent in 1990) comes from corporate/business donors and about one-third (33 percent in 1990) comes from individuals (table 1-33).
- The top three United Arts Funds, in terms of dollars raised for 1990, were The Music Center in Los Angeles; Orlando, Florida; and Milwaukee, Wisconsin (table 1-34).

Corporate Contributions to the Arts

- Corporate allocations to giving in all areas ranged from .89 to .99 percent of pretax net income between 1975 and 1980. Since 1980 they have ranged from 1.11 percent to a high of 1.99 percent in 1985. In 1990 allocations were estimated to 1.94 percent of pretax net income (table 1-35).
- Total corporate giving was estimated to be $5.90 billion in 1990 (table 1-35).
- Total corporate giving to the arts was estimated at about $702 million in 1990 compared with $90 million in 1975 (table 1-35).
- The percentage of corporate giving going to the arts ranges from 7.5 percent in 1975 to highs of 11.9 percent reached in 1981, 1986, and 1990 (table 1-35).

International Levels of Giving

- The United States compares favorably with Canada and the United Kingdom in the level of total giving as a percentage of the Gross Domestic Product. In 1985 giving was 1.90 percent of the Gross Domestic Product in the United States,.72 percent in Canada, and .55 percent in the United Kingdom (table 1-39).

Volunteer Support for the Arts

- An estimated 390,000 full-time-equivalent volunteers worked for arts, culture and humanities in 1988 (1,700 annual hours equals one full-time equivalent; table 1-41).

- Volunteer work for arts, culture and humanities was 4.5 percent of total volunteer hours (table 1-41).

INDEPENDENT SECTOR Analysis of 501 (c) Organization's 990 Tax Returns

- About 9.8 percent of the total 990 filers with financial data are in the area of arts, culture, and humanities (table 1-44b).

- In 1989 there were 42,240, 501 (c) (3) organizations in the arts, culture, and humanities category of the IRS master file. Of these about one-half filed 990 forms and about one-third (12,563) filed 990 forms with non-zero financial data. Total expenses for the arts culture and humanities group filing 990 forms with financial data were 8.6 billion and average annual expenses were $686,000 (table 1-46).

- "Public support" (defined here as all support from both government and private contribution sources) for arts, culture, and humanities 990 filers was estimated to be at about $4.9 billion dollars in 1988 (table 1-46).

- Public support (government and private contributions) was about 57 percent of annual expenses for the arts, culture, and humanities non-profit group in 1988 (calculated from table 1-44b).

- The number of nonprofit entities in the area of arts, culture and humanities increased from 36,131 in 1987 to 42,240 in 1989 (table 1-47).

Table 1-1a.
Gross National Product (GNP) originating in selected arts-related industries: 1947-1989

Year	Gross National Product	Motion pictures	Other amusement and recreation services	Radio and TV broadcasting	Printing and publishing
			(in billions of dollars)		
1947	235.2	1.4	1.2	0.2	3.2
1948	261.6	1.3	1.3	0.3	3.5
1949	260.4	1.3	1.3	0.3	3.7
1950	288.3	1.3	1.3	0.4	3.9
1951	333.4	1.3	1.3	0.4	4.2
1952	351.6	1.2	1.4	0.5	4.4
1953	371.6	1.2	1.6	0.5	4.8
1954	372.5	1.3	1.6	0.6	5.0
1955	405.9	1.3	1.7	0.7	5.5
1956	428.2	1.3	1.9	0.8	5.8
1957	451.0	1.2	2.0	0.8	6.2
1958	456.8	1.1	2.1	0.9	6.2
1959	495.8	1.1	2.4	1.0	6.7
1960	515.3	1.1	2.7	1.1	7.1
1961	533.8	1.2	2.8	1.1	7.3
1962	574.6	1.2	3.0	1.2	7.7
1963	606.9	1.3	3.2	1.3	8.0
1964	649.8	1.4	3.4	1.3	8.9
1965	705.1	1.6	3.6	1.4	9.4
1966	772.0	1.7	3.7	1.6	10.3
1967	816.4	1.8	3.9	1.6	10.7
1968	892.7	2.1	4.2	1.8	11.6
1969	963.9	2.0	4.4	1.9	12.7
1970	1,015.5	2.3	4.8	2.0	12.9
1971	1,102.7	2.2	5.1	2.1	13.7
1972	1,212.8	2.4	5.5	2.5	14.8
1973	1,359.3	2.7	6.4	2.6	16.4
1974	1,472.8	2.8	6.9	2.8	16.8
1975	1,598.4	3.1	7.7	3.2	18.6
1976	1,782.8	3.8	8.6	4.0	20.5
1977	1,990.5	4.2	9.8	4.7	23.3
1978	2,249.7	5.6	10.4	5.4	26.2
1979	2,508.2	5.0	11.5	5.9	28.8
1980	2,732.0	5.0	12.4	6.3	31.6
1981	3,052.6	5.5	14.0	7.4	35.2
1982	3,166.0	6.3	15.1	8.3	38.4
1983	3,405.7	6.6	16.8	9.2	42.4
1984	3,772.2	7.3	17.8	11.1	47.6
1985	4,014.9	9.0	19.9	11.2	52.5
1986	4,231.6	10.5	22.1	11.4	56.9
1987	4,515.6	12.5	24.8	13.1	61.1
1988	4,873.7	13.5	27.4	15.0	65.5
1989	5,200.8	14.7	29.8	16.4	68.2

Note: Changes in 1985 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. Changes in 1986 and 1987 data from 1989 Sourcebook reflect Department of Commerce revisions to the accounts.

Source: (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1984) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987 issue; (1985) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue, table 6.1; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, April 1991 issue, table 3, p. 27.

Methodological note: Gross National Product (GNP) is the market value of the goods and services produced by labor and property supplied by residents of the United States. It is the sum of purchases of goods and services by persons and government, gross private domestic investment (including the change in business inventories), and net exports (exports less imports). GNP excludes business purchases of goods and services on current account. Its investment component is measured before deduction of charges for consumption of fixed capital.

1989 Edition

Updates Table 1-1b

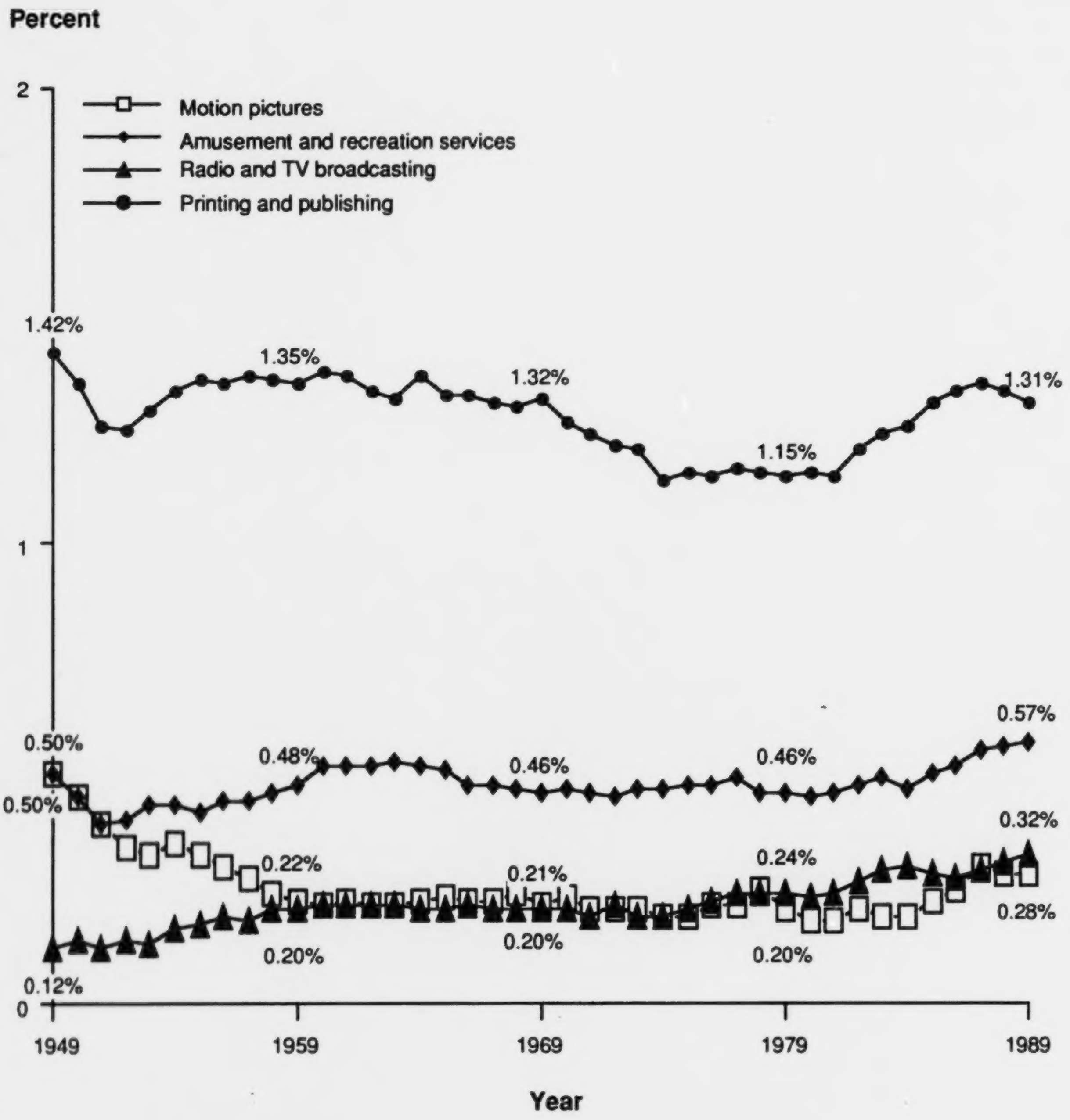
Table 1-1b.
Percent of Gross National Product (GNP) originating in selected arts-related industries: 1947-1989

Year	Gross National Product	Motion pictures	Other amusement and recreation services	Radio and TV broadcasting	Printing and publishing
	(in billions of dollars)		(percent)		
1947	235.2	0.60	0.51	0.09	1.36
1948	261.6	0.50	0.50	0.11	1.34
1949	260.4	0.50	0.50	0.12	1.42
1950	288.3	0.45	0.45	0.14	1.35
1951	333.4	0.39	0.39	0.12	1.26
1952	351.6	0.34	0.40	0.14	1.25
1953	371.6	0.32	0.43	0.13	1.29
1954	372.5	0.35	0.43	0.16	1.34
1955	405.9	0.32	0.42	0.17	1.36
1956	428.2	0.30	0.44	0.19	1.35
1957	451.0	0.27	0.44	0.18	1.37
1958	456.8	0.24	0.46	0.20	1.36
1959	495.8	0.22	0.48	0.20	1.35
1960	515.3	0.21	0.52	0.21	1.38
1961	533.8	0.22	0.52	0.21	1.37
1962	574.6	0.21	0.52	0.21	1.34
1963	606.9	0.21	0.53	0.21	1.32
1964	649.8	0.22	0.52	0.20	1.37
1965	705.1	0.23	0.51	0.20	1.33
1966	772.0	0.22	0.48	0.21	1.33
1967	816.4	0.22	0.48	0.20	1.31
1968	892.7	0.24	0.47	0.20	1.30
1969	963.9	0.21	0.46	0.20	1.32
1970	1,015.5	0.23	0.47	0.20	1.27
1971	1,102.7	0.20	0.46	0.19	1.24
1972	1,212.8	0.20	0.45	0.21	1.22
1973	1,359.3	0.20	0.47	0.19	1.21
1974	1,472.8	0.19	0.47	0.19	1.14
1975	1,598.4	0.19	0.48	0.20	1.16
1976	1,782.8	0.21	0.48	0.22	1.15
1977	1,990.5	0.21	0.49	0.24	1.17
1978	2,249.7	0.25	0.46	0.24	1.16
1979	2,508.2	0.20	0.46	0.24	1.15
1980	2,732.0	0.18	0.45	0.23	1.16
1981	3,052.6	0.18	0.46	0.24	1.15
1982	3,166.0	0.20	0.48	0.26	1.21
1983	3,405.9	0.19	0.49	0.29	1.24
1984	3,772.2	0.19	0.47	0.30	1.26
1985	4,014.9	0.22	0.50	0.28	1.31
1986	4,231.6	0.25	0.52	0.27	1.34
1987	4,515.6	0.30	0.55	0.29	1.35
1988	4,873.7	0.28	0.56	0.31	1.34
1989	5,200.8	0.28	0.57	0.32	1.31

Note: Changes in 1985 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. Changes in 1986 and 1987 data from 1989 Sourcebook reflect Department of Commerce revisions to the accounts.

Source: Calculated based on data included in table 1-1a. (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1985) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, April 1991 issue, table 3, p. 27.

Chart 1-1.
Percent of Gross National Product (GNP) originating in selected arts-related industries: 1949-1989



Source: Calculated from data in the National Income and Product Accounts; See table 1-1b for full citation.

Table 1-1c.
Gross National Product (GNP) originating in selected arts-related industries in constant 1982 dollars: 1947-1989

Year	Gross National Product	Motion pictures	Other amusement and recreation services	Radio and TV broadcasting	Printing and publishing
			(in billions of dollars)		
1947	1,066.7	6.8	5.2	1.1	13.8
1948	1,108.7	6.3	5.2	1.2	14.6
1949	1,109.0	6.3	5.1	1.2	15.3
1950	1,203.7	6.1	5.2	1.4	15.4
1951	1,328.2	6.0	5.2	1.8	15.8
1952	1,380.0	5.6	5.4	1.9	16.1
1953	1,435.3	5,3	5.6	2.2	16.8
1954	1,416.2	5.2	5.6	2.4	17.6
1955	1,494.9	4.9	5.8	2.8	18.8
1956	1,525.6	4.7	6.2	2.8	19.5
1957	1,551.1	4.2	6.2	3.1	19.8
1958	1,539.2	3.7	6.5	3.2	19.3
1959	1,629.1	3.7	7.1	3.2	20.7
1960	1,665.3	3.7	7.5	3.6	21.3
1961	1,708.7	3.7	7.8	3.6	21.5
1962	1,799.4	3.6	8.0	3.7	22.4
1963	1,873.3	3.6	8.4	3.6	24.3
1964	1,973.3	3.8	8.7	3.4	26.6
1965	2,087.6	3.9	8.9	3.5	27.3
1966	2,208.3	4.2	8.9	3.7	28.8
1967	2,271.4	4.2	8.9	3.7	29.2
1968	2,365.6	4.7	9.2	3.7	30.0
1969	2,423.3	4.3	9.0	4.2	31.6
1970	2,416.2	4.8	9.2	4.1	29.9
1971	2,484.8	4.7	9.4	4.5	30.1
1972	2,608.5	4.8	9.7	4.8	31.6
1973	2,744.1	5.3	10.8	4.8	33.6
1974	2,729.3	4.9	11.0	4.9	32.5
1975	2,695.0	5.2	11.3	5.4	32.4
1976	2,826.7	5.8	12.1	6.4	33.4
1977	2,958.6	6.1	13.0	6.9	35.0
1978	3,115.2	7.3	13.1	7.0	36.9
1979	3,192.4	6.1	13.6	7.3	37.6
1980	3,187.1	5.7	13.7	7.3	36.9
1981	3,248.8	5.8	14.7	7.7	38.3
1982	3,166.0	6.3	15.1	8.3	38.4
1983	3,279.1	6.2	16.1	9.2	42.4
1984	3,501.4	6.3	16.4	11.1	47.6
1985	3,618.7	7.5	17.9	9.4	43.0
1986	3,717.9	8.6	18.4	7.5	43.1
1987	3,845.3	8.9	20.1	8.9	44.7
1988	4,016.9	9.5	21.8	10.1	46.5
1989	4,117.7	9.8	22.8	10.6	45.1

Note: Constant-dollar estimates are obtained by dividing the most detailed current-dollar components by appropriate price index, with 1982 = 100. In a few cases, they are obtained by extrapolating the current-dollar estimates in 1982 by physical quantity measures. These are taken directly from the source cited below. Changes in 1985 data from 1987 Sourcebook reflect Department of Commerce revisions to the accounts. Changes in 1986 and 1987 data from 1989 Sourcebook reflect Department of Commerce revisions to the accounts.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 6.2; (1983-1984) Survey of Current Business, July 1987 issue, table 6-1; (1985) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1988 issue, table 6-2; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, April 1991 issue, table 4, p. 27.

Table 1-2a.
The Gross National Product (GNP), personal consumption expenditures, recreation expenditures, and disposable personal income: 1929-1990

(in billions of dollars)

Year	Gross National Product	Total personal consumption expenditures	Total recreation expenditures (a)	Disposable personal income
1929	103.9	77.3	4.3	81.7
1930	91.1	69.9	4.0	73.0
1935	72.8	55.8	2.6	57.9
1940	100.4	71.0	3.8	75.0
1945	213.4	119.6	6.1	149.2
1950	288.3	192.1	11.1	207.5
1955	405.9	257.9	14.5	278.8
1960 (b) (c)	515.3	332.4	18.5	358.9
1965	705.1	444.6	26.8	486.8
1970	1,015.5	646.5	43.1	715.6
1975	1,598.4	1,024.9	71.0	1,142.8
1976	1,782.8	1,143.1	78.8	1,252.6
1977	1,990.5	1,271.5	86.4	1,379.3
1978	2,249.7	1,421.2	97.0	1,151.2
1979	2,508.2	1,583.7	109.7	1,729.3
1980	2,732.0	1,748.1	117.6	1,918.0
1981	3,052.6	1,926.2	130.5	2,127.6
1982	3,166.0	2,059.2	140.0	2,261.4
1983	3,405.7	2,257.5	155.2	2,428.1
1984	3,772.2	2,460.3	173.0	2,668.6
1985	4,014.9	2,667.4	187.9	2,838.7
1986	4,231.6	2,850.6	203.8	3,013.3
1987	4,515.6	3,052.2	223.7	3,289.5
1988	4,873.7	3,296.1	246.8	3,548.2
1989	5,200.8	3,517.9	266.3	3,788.6
1990	5,465.1	3,742.6	280.2	4,058.8

(a) See tables 1-3a and 1-3b for components of total recreation expenditures.

(b) 1960 was the first year in which data were included for Alaska and Hawaii.

(c) 1960-1980 data reflect revisions since 1989 Sourcebook.

Sources: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts, 1929-82: Statistical Tables, Washington, D.C., September 1986, tables 2.1 and 2.5; (1983-1984) Survey of Current Business, July 1987 issue, tables 2.1 and 2.4; (1985-1988) Survey of Current Business, July 1989 issue, tables 1.1, 2.1, and 2.4; (1989-1990) Survey of Current Business, April 1991, tables 1.1 and 2.1; (1987-1990) Survey of Current Business, December 1991, table 2.1; U.S. Department of Commerce, Bureau of Economic Analysis, unpublished tabulations on personal consumption expenditures received from National Endowment for the Arts, Research Division, Washington, D.C., January 1992.

Methodological note: The National Income and Product Accounts (NIPA) from which these data are taken are revised periodically. These revisions usually result in minor changes; however, care must be taken in comparing data from different revisions. The data in this table between 1929 and 1955 reflect the November 1987 historical revisions and are internally consistent. Data for the GNP and Disposable Personal Income for 1960-1988 reflect numbers published in the July 1989 Survey of Current Business. GNP and Disposable Income for 1989 and 1990 reflect numbers published in April and December 1991 Survey of Current Business.

Personal consumption expenditures are goods and services purchased by individuals; operating expenses of nonprofit institutions serving individuals; and the value of food, fuel, clothing, rent of dwellings, and financial services received in kind by individuals. Net purchases of used goods are also included. Purchases of residential structures by individuals and nonprofit institutions serving individuals are classified as gross private domestic investment. **Disposable personal income** is personal income less personal tax and nontax payments. It is the income available to persons for spending or saving. For a description of GNP see table 1-1a. Data for personal consumption expenditure and total recreation expenditures for 1960-1990 reflect revisions received January 10, 1992. See table 1-3b for note on revision.

1989 Edition
Updates Table 1-2b

Table 1-2b.
Personal consumption expenditures as a percent of the GNP; and recreation expenditures as a percent of the GNP, consumption expenditures, and disposable personal income: 1929-1990

Year	Personal consumption expenditures as a percent of the GNP	Total recreation expenditures (a) as a percent of GNP	Personal consumption	Disposable personal income
1929	74.40	4.14	5.56	5.26
1930	76.73	4.39	5.72	5.48
1935	76.65	3.57	4.66	4.49
1940	70.72	3.78	5.35	5.07
1945	56.04	2.86	5.10	4.09
1950	66.63	3.85	5.78	5.35
1955	63.54	3.57	5.62	5.20
1960 (b) (c)	64.51	3.59	5.57	5.15
1965	63.05	3.80	6.03	5.51
1970	63.66	4.24	6.67	6.02
1975	64.12	4.44	6.93	6.21
1976	64.12	4.42	6.89	6.29
1977	63.88	4.34	6.80	6.26
1978	63.17	4.31	6.83	6.25
1979	63.14	4.37	6.93	6.34
1980	63.99	4.30	6.73	6.13
1981	66.29	4.28	6.77	6.13
1982	65.22	4.42	6.80	6.19
1983	63.10	4.56	6.87	6.39
1984	65.04	4.59	7.03	6.48
1985	66.44	4.68	7.04	6.62
1986	67.36	4.82	7.15	6.76
1987	67.59	4.95	7.33	6.80
1988	67.63	5.06	7.49	6.96
1989	67.64	5.12	7.57	7.03
1990	68.48	5.13	7.49	6.90

Note: 1985 and 1986 changes from 1987 Sourcebook reflect Department of Commerce revisions to data. See tables 1-1a and 1-2a for methodological information.

(a) See tables 1-3a and 1-3b for components of total recreation expenditures.

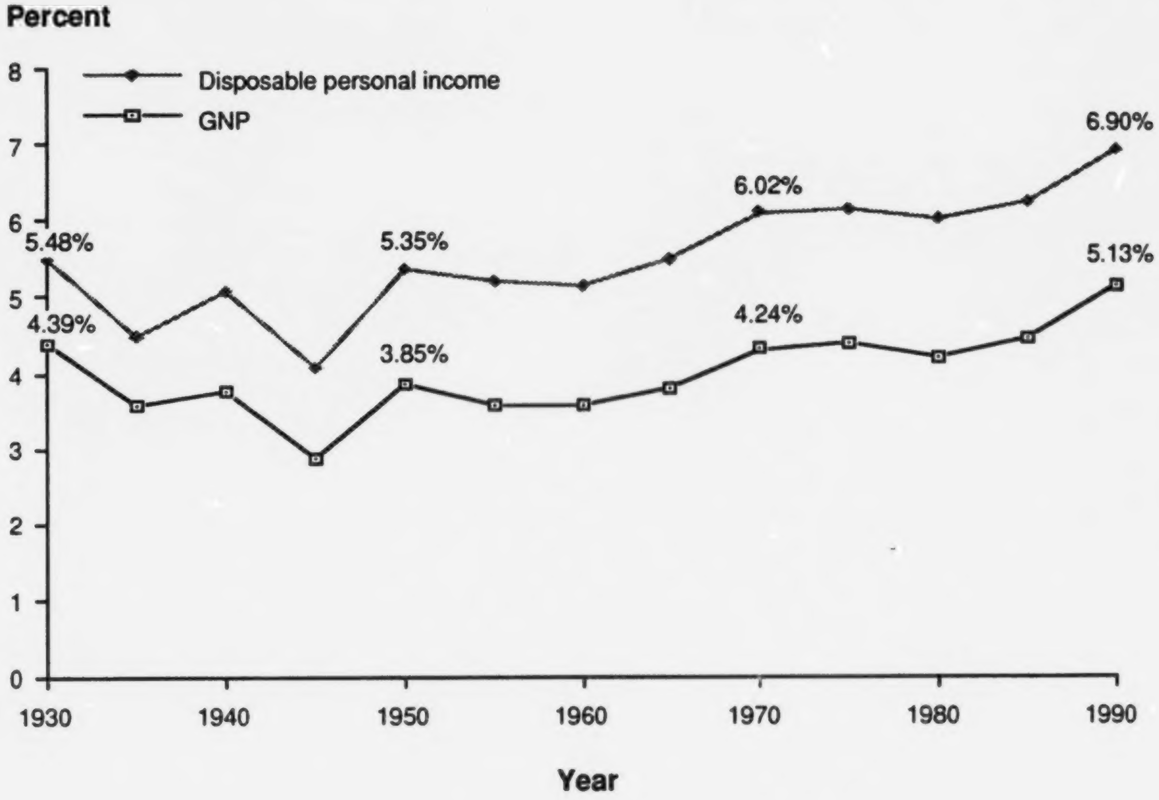
(b) 1960 was the first year in which data were included for Alaska and Hawaii.

(c) 1960-1990 reflect revised data since 1989 Sourcebook.

Source: Data calculated from figures in table 1-2a. See table 1-2a for full citation.

1989 Edition
Updates Chart 1-2.

Chart 1-2.
Recreation expenditures as a percent of disposable personal income and as a percent of the GNP: 1930-1990



Source: Calculations based on National Income and Product Accounts; See tables 1-2a and 1-2b for full citation.

Table 1-3a.
Personal consumption expenditures for recreation by type of product or service: 1909-1955 (continued on next page)

(in millions of dollars)

Type of product or service	1909	1919	1925	1930	1935	1940	1945	1950	1955
Total recreation expenditures	860	2,189	2,835	3,990	2,630	3,761	6,139	11,147	14,078
Books and maps	(e)	(e)	(e)	264	183	234	520	674	867
Magazines, newspapers, sheet music	(e)	(e)	(e)	512	456	589	965	1,495	1,869
Nondurable toys and sports supplies	(f)	(f)	(f)	281	216	306	553	1,394	1,803
Wheel goods, durable toys, sports equip., boats, pleasure aircraft	143	377	411	172	136	254	400	869	1,386
Radio and television receivers, records, musical instruments	166	667	739	921	248	494	344	2,421	2,869
Radio and television repair	(g)	(g)	(g)	27	21	32	88	283	516
Flowers, seeds, and potted plants	70	135	182	190	130	201	378	457	546
Admissions to specified spectator amusements	(h)	(h)	588	892	672	904	1,714	1,781	1,801
Motion picture theatres	(i)	(i)	367	732	556	735	1,450	1,367	1,326
Legitimate theatres and opera, and entertainments of nonprofit institutions (a)	167	336	174	95	44	71	148	183	245
Spectator sports	(h)	(h)	47	65	72	98	116	222	230
Clubs and fraternal organizations (b)	121	242	275	294	197	203	281	462	569
Commercial participant amusements (c)	22	55	145	203	141	197	284	448	584
Pari-mutuel net receipts	(j)	(j)	(j)	7	26	55	153	239	381
Other (d)	(h)	(h)	(h)	227	204	292	459	624	887

(a) Except athletic.

(b) Consists of dues and fees excluding insurance premiums.

(c) Consists of billiard parlors; bowling alleys; dancing, riding, shooting, skating, and swimming places; amusement devices and parks; golf courses; sightseeing buses and guides; and private flying operations.

(d) Consists of net receipts of lotteries and expenditures for purchase of pets and pet care services, cable TV, film processing, photographic studios, sporting and recreation camps, and recreational services, not elsewhere classified.

(e) Totals include only 42 percent of the national estimated expenditures for books and maps and magazines, newspapers, and sheet music. The remaining 58 percent were classified as educational rather than recreational outlay. Expenditures for these items classified as "recreation" expenditures (42 percent of the total) are (in millions of dollars): 1927– 349; 1925– 318; 1923– 270; 1921– 239; 1919– 204; 1914– 131; 1909– 104.

(f) Included in category of "Wheel goods, durable toys, sports equipment, boats, pleasure aircraft."

(g) Included in category of "Radio and television receivers, records, musical instruments."

(h) Not available.

(i) Included in category of "Legitimate theatres and opera, and entertainment of nonprofit institutions."

(j) Included in category of "Commercial participant amusements."

Table 1-3a.
Personal consumption expenditures for recreation by type of product or service: 1909-1955 (continued from previous page)

Type of product or service	1909	1919	1925	1930	1935	1940	1945	1950	1955
				(percent of total recreation expenditures)					
Books and maps	(e)	(e)	(e)	6.6	7.0	6.2	8.5	6.0	6.2
Magazines, newspapers, sheet music	(e)	(e)	(e)	12.8	17.3	15.7	15.7	13.4	13.3
Nondurable toys and sports supplies	(f)	(f)	(f)	7.0	8.2	8.1	9.0	12.5	12.8
Wheel goods, durable toys, sports equip., boats, pleasure aircraft	16.6	17.2	14.5	4.3	5.2	6.8	6.5	7.8	9.8
Radio and television receivers, records, musical instruments	19.3	30.5	26.1	23.1	9.4	13.1	5.6	21.7	20.4
Radio and television repair	(g)	(g)	(g)	0.7	0.8	0.9	1.4	2.5	3.7
Flowers, seeds, and potted plants	8.1	6.2	6.4	4.8	4.9	5.3	6.2	4.1	3.9
Admissions to specified amusements	(h)	(h)	20.7	22.4	25.6	24.0	27.9	16.0	12.8
Motion picture theatres	(i)	(i)	12.9	18.3	21.1	19.5	23.6	12.3	9.4
Legitimate theatres and opera, and entertainments of nonprofit institutions (a)	19.4	15.3	6.1	2.4	1.7	1.9	2.4	1.6	1.7
Spectator sports	(h)	(h)	1.7	1.6	2.7	2.6	1.9	2.0	1.6
Clubs and fraternal organizations (b)	14.1	11.1	9.7	7.4	7.5	5.4	4.6	4.1	4.0
Commercial participant amusements (c)	2.6	2.5	5.1	5.1	5.4	5.2	4.6	4.0	4.1
Pari-mutuel net receipts	(j)	(j)	(j)	0.2	1.0	1.5	2.5	2.1	2.7
Other (d)	(h)	(h)	(h)	5.7	7.8	7.8	7.5	5.6	6.3

(a) Except athletic.

(b) Consists of dues and fees excluding insurance premiums.

(c) Consists of billiard parlors; bowling alleys; dancing, riding, shooting, skating, and swimming places; amusement devices and parks; golf courses; sightseeing buses and guides; and private flying operations.

(d) Consists of net receipts of lotteries and expenditures for purchase of pets and pet care services, cable TV, film processing, photographic studios, sporting and recreation camps, and recreational services, not elsewhere classified.

(e) Totals include only 42 percent of the national estimated expenditures for books and maps and magazines, newspapers, and sheet music. The remaining 58 percent were classified as educational rather than recreational outlay. Expenditures for these items classified as "recreation" expenditures (42 percent of the total) are (in millions of dollars): 1927– 349; 1925– 318; 1923– 270; 1921– 239; 1919– 204; 1914– 131; 1909– 104.

(f) Included in category of "Wheel goods, durable toys, sports equipment, boats, pleasure aircraft."

(g) Included in category of "Radio and television receivers, records, musical instruments."

(h) Not available.

(i) Included in category of "Legitimate theatres and opera, and entertainment of nonprofit institutions."

(j) Included in category of "Commercial participant amusements."

Source: (1909-1955) U.S. Bureau of the Census, Historical Statistics of the United States, Colonial Times to 1970, Washington, D.C., 1975, Series H 878-893; (1960-1965) U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 365.

Methodological note: Historical data are derived from the following sources: (1909-1927) Twentieth Century Fund, unpublished data (prepared for Survey of Time, Work, and Leisure); (1929-1963) U.S. Bureau of Economic Analysis (formerly Office of Business Economics), The National Income and Product Accounts of the United States, 1929-65; (1964-1970) Survey of Current Business, July issues. The data for 1909-1927 are based on J. Frederic Dewhurst and Associates, America's Needs and Resources: A New Survey, Twentieth Century Fund, New York, NY, 1955. Dewhurst in turn drew his data on recreation from William H. Lough, High Level Consumption, McGraw-Hill, New York, NY, 1935; and Julius Weinberger, "Economic Aspects of Recreation," Harvard Business Review, summer 1937. The data represent market value of purchases of goods and services by individuals and nonprofit institutions. They exclude expenditures for clothing, transportation, food and drink, shelter, and other items, even though they were made primarily for the purpose of recreation.

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Table 1-3b.
Personal consumption expenditures for recreation by type of product or service: 1960-1990 (continued on next page)

(in millions of dollars)

Type of product or service	1960	1965	1970	1975	1980	1985	1986	1987	1988	1989	1990
Total recreation expenses (a)	18,476	26,838	43,075	70,902	117,599	187,889	203,823	223,661	246,801	266,282	280,166
Books and maps	1,141	1,652	2,922	3,570	6,450	10,576	11,407	12,988	14,584	15,841	17,577
Magazines and newspapers	2,182	2,703	4,097	6,356	12,015	16,569	17,427	18,835	20,756	22,041	23,659
Nondurable toys and sports equipment	2,478	3,591	5,498	8,954	14,582	21,486	22,952	25,504	27,507	29,970	31,610
Wheel goods, durable toys, special equipment (b)	1,992	2,908	5,191	10,514	16,876	23,708	25,771	28,257	29,987	31,011	30,637
Radio, TV, records, musical instruments (c)	3,038	5,100	8,540	13,489	19,940	32,089	36,176	39,016	44,461	47,447	48,767
Repair of audio and video equipment	875	1,039	1,383	2,229	2,469	3,072	3,079	3,346	3,502	3,550	3,665
Flowers, seeds, and potted plants	723	1,285	1,798	2,659	4,657	6,666	7,253	8,548	9,293	10,128	10,257
Admissions to specified amusements	1,758	2,220	3,296	4,317	6,662	9,234	9,576	10,324	11,060	12,080	13,624
Motion picture admissions	1,045	1,163	1,629	2,197	2,578	3,288	3,399	3,521	3,605	3,884	4,123
Live entertainment, excluding sports (d)	349	397	531	787	1,792	2,621	2,799	3,197	3,591	3,936	4,964
Spectator sports	364	660	1,136	1,333	2,292	3,325	3,378	3,516	3,864	4,260	4,537
Clubs and fraternal organizations	917	1,145	1,465	1,921	3,128	5,939	6,377	7,028	7,582	8,089	8,671
Commerical participant amusements (e)	1,068	1,584	2,367	4,858	9,080	15,007	15,866	17,285	19,130	20,614	21,856
Pari-mutuel net receipts	539	814	1,096	1,662	2,291	3,028	3,186	3,339	3,711	3,627	3,794
Other recreation (f)	1,765	2,796	5,422	10,373	19,449	40,515	44,753	49,281	55,228	61,884	66,049

(a) Includes other expenditures not shown separately.

(b) Includes boats and pleasure aircraft.

(c) Includes television, VCR's, videotapes; audio equipment, media instruments; and personal consumption expenditures on computers.

(d) Includes admissions to theatres, operas, and entertainment of nonprofit institutions.

(e) Includes sightseeing, private flying, bowling and billiards, casino gambling.

(f) Includes cable television, film developing, photo studios, sporting and recreational camps, high school recreation, lotteries, video cassette rental, and other commerical amusements not elsewhere classified.

Table 1-3b.
Personal consumption expenditures for recreation by type of product or service: 1960-1990 (continued from previous page)

Type of product or service	1960	1965	1970	1975	1980	1985	1986	1987	1988	1989	1990
					(percent of total recreation expenditures)						
Books and maps	6.2	6.2	6.8	5.0	5.5	5.6	5.6	5.8	5.9	5.9	6.3
Magazines and newspapers	11.8	10.1	9.5	9.0	10.2	8.8	8.6	8.4	8.4	8.3	8.4
Nondurable toys and sports equipment	13.4	13.4	12.8	12.6	12.4	11.4	11.3	11.4	11.1	11.3	11.3
Wheel goods, durable toys, special equipment (b)	10.8	10.8	12.1	14.8	14.4	12.6	12.6	12.6	12.2	11.6	10.9
Radio, TV, records, musical instruments (c)	16.4	19.0	19.8	19.0	17.0	17.1	17.7	17.4	18.0	17.8	17.4
Repair of audio and video equipment	4.7	3.9	3.2	3.1	2.1	1.6	1.5	1.5	1.4	1.3	1.3
Flowers, seeds, and potted plants	3.9	4.8	4.2	3.8	4.0	3.5	3.6	3.8	3.8	3.8	3.7
Admissions to specified amusements	9.5	8.3	7.7	6.1	5.7	4.9	4.7	4.6	4.5	4.5	4.9
Motion picture admissions	5.7	4.3	3.8	3.1	2.2	1.7	1.7	1.6	1.5	1.5	1.5
Live entertainment, excluding sports (d)	1.9	1.5	1.2	1.1	1.5	1.4	1.4	1.4	1.5	1.5	1.8
Spectator sports	2.0	2.5	2.6	1.9	1.9	1.8	1.7	1.6	1.6	1.6	1.6
Clubs and fraternal organizations	5.0	4.3	3.4	2.7	2.7	3.2	3.1	3.1	3.1	3.0	3.1
Commerical participant amusements (e)	5.8	5.9	5.5	6.9	7.7	8.0	7.8	7.7	7.8	7.7	7.8
Pari-mutuel net receipts	2.9	3.0	2.5	2.3	1.9	1.6	1.6	1.5	1.5	1.4	1.4
Other recreation (f)	9.6	10.4	12.6	14.6	16.5	21.6	22.0	22.0	22.4	23.2	23.6

(a) Includes other expenditures not shown separately.

(b) Includes boats and pleasure aircraft.

(c) Includes television, VCR's, videotapes; audio equipment, media instruments; and personal consumption expenditures on computers.

(d) Includes admissions to theatres, operas, and entertainment of nonprofit institutions.

(e) Includes sightseeing, private flying, bowling and billiards, casino gambling.

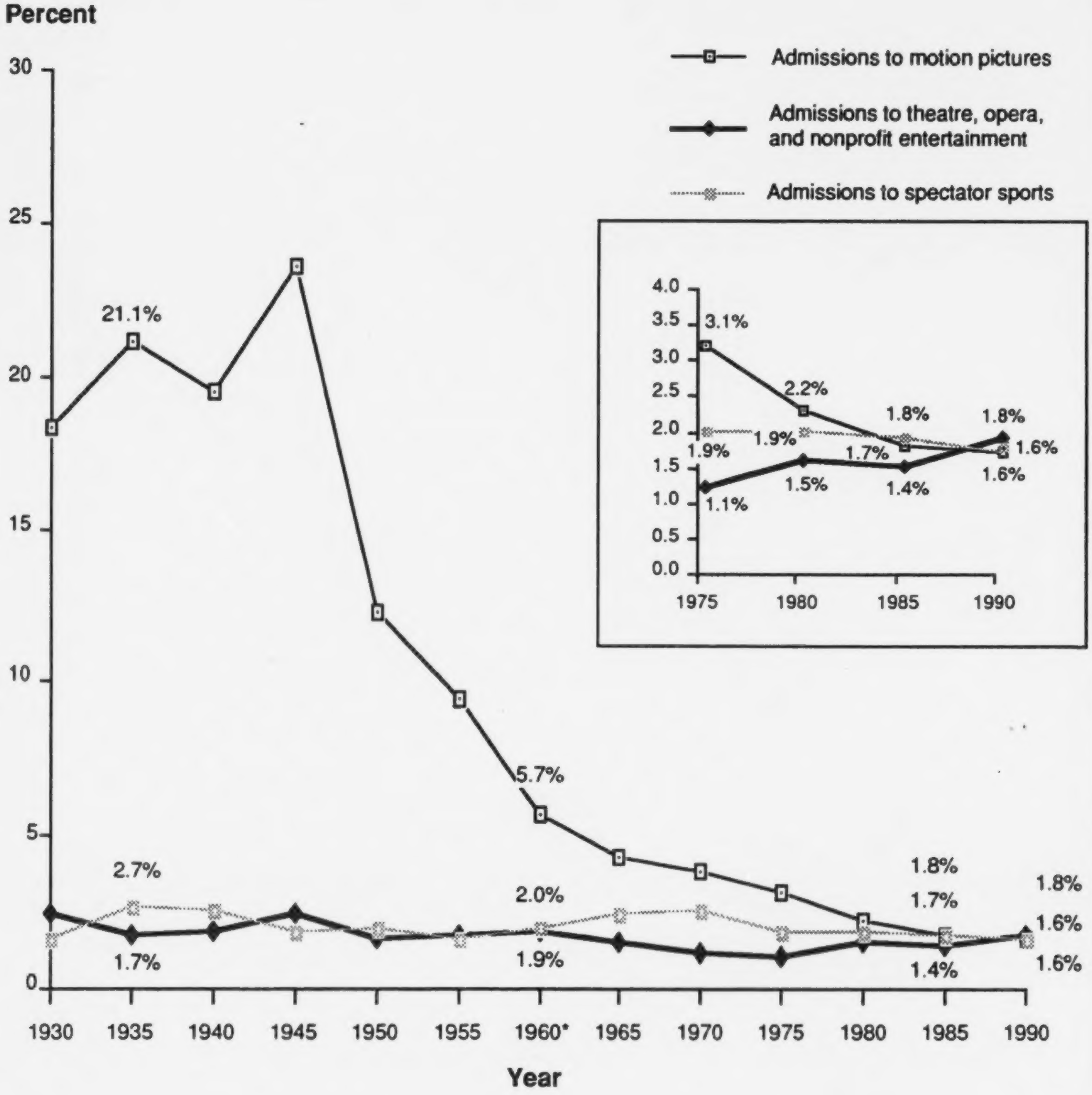
(f) Includes cable television, film developing, photo studios, sporting and recreational camps, high school recreation, lotteries, video cassette rental, and other commerical amusements not elsewhere classified.

Source: (1960-1990) U.S. Department of Commerce, Bureau of Economic Analysis, unpublished tabulations received from the National Endowment for the Arts, Research Division, Washington, D.C., January 1992.

Methodological note: In early December of 1991, the Bureau of Economic Analysis released results of a comprehensive revision of the national income and product accounts (NIPA's). This comprehensive revision is the ninth of its kind; the last such revision was released in December of 1985. In the revision, personal consumption expenditures are revised back to 1960. Due to the revision, these numbers may be slightly different from numbers published in the 1989 Sourcebook.

1989 Edition
Updates Chart 1-3.

Chart 1-3.
Percent of recreation expenditures for selected recreational activities: 1930-1990



Source: Calculated from National Income and Product Accounts; See tables 1-3a and 1-3b for full citation.
* 1960-1990 reflect revised data since 1989 sourcebook.

See Table 1-4 for 1983-1984 data

Table 1-4a.
Comparison of admissions receipts for performing arts events, motion pictures, and spectator sports: 1985-1989

	1985		1986		1987		1988		1989	
Event	Current	Constant (a)	Current	Constant (a)	Current	Constant (a)	Current	Constant (a)	Current	Constant (a)
					(dollars are in millions)					
Admissions receipts to specified entertainments.	9,500	7,800	10,200	8,100	11,300	8,500	12,100 (b)	8,700 (b)	13,400 (c)	8,800 (c)
(percent change from previous year).......	(0)	(-6)	(7)	(4)	(11)	(5)	(7) (b)	(2) (b)	(11) (c)	(1) (c)
Performing arts events	3,000	2,500	3,300	2,600	4,000	3,000	4,500 (b)	3,200 (b)	4,900 (c)	3,200 (c)
(percent change from previous year).......	(11)	(9)	(10)	(4)	(21)	(15)	(13) (b)	(6) (b)	(9) (c)	(0) (c)
Motion pictures........	3,600	3,000	3,900	3,100	4,200	3,200	4,400 (b)	3,200 (b)	5,000 (c)	3,300 (c)
(percent change from previous year).......	(-8)	(-12)	(8)	(3)	(8)	(6)	(5)	(0) (b)	(14) (c)	(3) (c)
Spectator sports	2,900	2,400	2,900	2,300	3,000	2,300	3,200 (b)	2,300 (b)	3,500 (c)	2,300 (c)
(percent change from previous year).......	(0)	(-8)	(0)	(-4)	(3)	(0)	(6)	(0)	(9) (c)	(0) (c)

Note: Data have been rounded to nearest 100,000.

(a) Constant (1982 = 100) dollar values are based on implicit price deflators specific for these expenditures by the Bureau of Economic Analysis, U.S. Department of Commerce in unpublished tabulations.

(b) Revised from note #32.

(c) Preliminary.

Source: National Endowment for the Arts, Research Division, "The Arts in the GNP Revisited: Consumer Admission Expenditures for Performing Arts Events Increase Slightly But Are Unchanged When Adjusted For Inflation," Washington, D.C., Note 34, November 1990, Table 1. (Data on recreational expenditures published in the Survey of Current Business, July 1990, and unpublished materials obtained from the Bureau of Economic Analysis.)

Table 1-4b.
Comparison of admissions receipts for live entertainment events, motion pictures, and spectator sports: 1985-1990

Event	1985		1986		1987		1988		1989		1990	
	Current	Constant *	Current	Constant *	Current	Constant *	Current	Constant *	Current	Constant *	Current	Constant*
(In constant 1987 dollars; dollars are in millions)												
Admissions receipts to specified entertainments .	9,200	10,200	9,600	10,200	10,200	10,200	11,100	10,500	12,100	10,700	13,600	11,200
(percent change from previous year)	-3	-6	4	0	6	0	9	3	9	2	12	5
Live entertainment excluding sports	2,600	2,900	2,800	3,000	3,200	3,200	3,600	3,400	3,900	3,500	5,000	4,100
(percent change from previous year)	4	0	8	3	14	7	13	6	8	3	28	17
Motion pictures	3,300	3,600	3,400	3,600	3,500	3,500	3,600	3,400	3,900	3,400	4,100	3,400
(percent change from previous year)	-6	-10	3	0	3	-3	3	-3	8	0	5	0
Spectator sports	3,300	3,700	3,400	3,600	3,500	3,500	3,900	3,700	4,300	3,800	4,500	3,700
(percent change from previous year)	-6	-7	3	-3	3	-3	11	6	10	3	5	-3

Note: Data have been rounded to nearest 100,000. All data are based on the December 1990 Bureau of Economic Analysis (BEA) comprehensive revision of the U.S. National Income and product accounts.

* Constant (1987 = 100) dollar values are based on implicit price deflators specific for these expenditures by the Bureau of Economic Analysis, U.S. Department of Commerce in unpublished tabulations.

Source: U.S. Department of Commerce, Bureau of Economic Analysis, unpublished tabulations on personnel consumption expenditures received from National Endowment for the Arts, Research Division, Washington, D.C., January 1992.

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Table 1-5a.
Corporate profits before taxes of selected arts-related industries: 1929-1989 (continued on next page)

Year	Total U.S. industries	Motion pictures	Other amusement and recreation services	Radio and television broadcasting	Printing and publishing
	Corporate profits before taxes				
Part I: 1929-1948*			(in millions of dollars)		
1929	9,990	59	1	20	241
1930	3,697	51	-9	-5	152
1931	-372	2	-20	-4	73
1932	-2,309	-83	-30	-2	-9
1933	956	-40	-23	-6	54
1934	2,346	2	-9	7	94
1935	3,598	13	-5	10	120
1936	6,340	29	2	18	160
1937	6,935	33	5	20	137
1938	4,023	39	2	15	87
1939	7,181	41	4	20	132
1940	10,045	51	9	28	165
1941	17,878	78	18	34	201
1942	21,688	155	18	31	249
1943	25,264	253	34	51	472
1944	24,237	246	42	69	584
1945	19,836	238	71	63	593
1946	24,842	304	93	58	656
1947	31,751	224	64	53	620
1948	35,595	142	60	43	577
Part II: 1948-1989*					
1948	35,595	142	60	43	581
1949	29,206	128	44	31	527
1950	42,885	112	23	52	579
1951	44,465	101	37	82	624
1952	39,645	84	50	88	630
1953	41,199	80	42	89	639
1954	38,680	136	34	96	628
1955	49,209	124	31	158	815
1956	49,631	89	37	168	850
1957	48,146	55	47	163	888
1958	41,893	15	51	172	690
1959	52,552	45	86	218	936
1960	49,931	51	64	253	978
1961	49,835	29	54	207	885
1962	55,148	15	50	295	920
1963	59,754	27	54	318	1,003
1964	66,683	94	77	266	1,474

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*The 1948 estimates included in series 1929-1948 (Part I) of this table are based on the industry classification used for 1947 and earlier years. The 1948 estimates in the series 1948-1984 (Part II) are based on industry classification used for 1949 and later years.

Table 1-5a.
Corporate profits before taxes of selected arts-related industries: 1929-1989 (continued from previous page)

	Corporate profits before taxes				
Year	Total U.S. industries	Motion pictures	Other amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part II: 1948-1989* (continued)			(in millions of dollars)		
1965	77,395	114	78	333	1,564
1966	83,265	141	120	363	1,825
1967	80,127	107	111	246	1,665
1968	89,057	229	143	258	1,848
1969	87,222	70	161	315	1,971
1970	76,046	183	179	257	1,685
1971	87,292	115	202	269	1,860
1972	101,471	103	151	466	2,081
1973	127,151	212	219	469	2,582
1974	138,859	245	280	508	2,456
1975	134,838	303	336	502	2,871
1976	170,251	449	423	1,016	3,440
1977	200,437	525	537	1,318	4,412
1978	233,459	830	620	1,522	5,013
1979	257,230	830	642	1,495	4,961
1980	237,082	681	593	1,115	4,712
1981	226,524	611	595	981	4,850
1982	169,584	697	294	756	4,638
1983	207,629	429	- 89	653	5,621
1984	239,958	- 85	-692	1,227	6,609
1985	224,260	348	-391	361	7,277
1986	221,581	936	186	-825	8,108
1987	275,307	341	-160	-214	8,276
1988	316,739	NA	NA	NA	NA
1989	307,722	NA	NA	NA	NA

NA - Not available.

*The 1948 estimates included in series 1929-1948 (Part I) of this table are based on the industry classification used for 1947 and earlier years. The 1948 estimates in the series 1948-1984 (Part II) are based on industry classification used for 1949 and later years.

Source: (1947-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1984) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987 issues, tables 6.19B; (1985) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989 issue, table 6.19B; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1990 issue, table 6.19B, p. 85.

Methodological note: **Corporate profit before tax** is the income of organizations treated as corporations in the National Income and Product Accounts. These organizations consist of all entities required to file Federal corporate tax returns, including mutual financial institutions and cooperatives subject to Federal income tax; private noninsured pension funds; nonprofit organizations that primarily serve business; Federal Reserve banks; and federally sponsored credit agencies. It reflects the inventory and depreciation accounting practices used for Federal income tax returns. It consists of profits tax liability, dividends, and undistributed corporate profits. This measure is sometimes referred to as "book profits." Note taken from National Income and Product Accounts as cited above.

Table 1-5b.
Percent of total corporate profits before taxes originating in selected arts-related industries: 1929-1989 (continued on next page)

	Corporate profits before taxes				
Year	Total U.S. industries	Motion pictures	Other amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part I: 1929-1948	(in millions of dollars)	(percent)			
1929	9,990	0.59	0.01	0.20	2.41
1930	3,697	1.38	*	*	4.11
1931	-372	*	*	*	*
1932	-2,309	*	*	*	*
1933	956	*	*	*	5.65
1934	2,346	0.09	*	0.30	4.01
1935	3,598	0.36	*	0.28	3.34
1936	6,340	*	*	*	*
1937	6,935	0.48	0.07	0.29	1.98
1938	4,023	0.97	0.05	0.37	2.16
1939	7,181	0.57	0.06	0.28	1.84
1940	10,045	0.51	0.09	0.28	1.64
1941	17,878	0.44	0.10	0.19	1.12
1942	21,688	0.71	0.08	0.14	1.15
1943	25,264	1.00	0.13	0.20	1.87
1944	24,237	1.01	0.17	0.28	2.41
1945	19,836	1.20	0.36	0.32	2.99
1946	24,842	1.22	0.37	0.23	2.64
1947	31,751	0.71	0.20	0.17	1.95
1948	35,595	0.40	0.17	0.12	1.62
Part II: 1948-1989					
1948	35,595	0.40	0.17	0.12	1.63
1949	29,206	0.44	0.15	0.11	1.80
1950	42,885	0.26	0.05	0.12	1.35
1951	44,465	0.23	0.08	0.18	1.40
1952	39,645	0.21	0.13	0.22	1.59
1953	41,199	0.19	0.10	0.22	1.55
1954	38,680	0.35	0.09	0.25	1.62
1955	49,209	0.25	0.06	0.32	1.66
1956	49,631	0.18	0.07	0.34	1.71
1957	48,146	0.11	0.10	0.34	1.84
1958	41,893	0.04	0.12	0.41	1.65
1959	52,552	0.09	0.16	0.41	1.78
1960	49,931	0.10	0.13	0.51	1.96
1961	49,835	0.06	0.11	0.42	1.78
1962	55,148	0.03	0.09	0.53	1.67

*Loss occurred for that year.

Table 1-5b.
Percent of total corporate profits before taxes originating in selected arts-related industries: 1929-1989 (continued from previous page)

	Corporate profits before taxes				
Year	Total U.S. industries	Motion pictures	Other amusement and recreation services	Radio and television broadcasting	Printing and publishing
	(in millions of dollars)		(percent)		
Part II: 1948-1989 (continued)					
1963	59,754	0.05	0.09	0.53	1.68
1964	66,683	0.14	0.12	0.40	2.21
1965	77,395	0.15	0.10	0.43	2.02
1966	83,265	0.17	0.14	0.44	2.19
1967	80,127	0.13	0.14	0.31	2.08
1968	89,057	0.26	0.16	0.29	2.08
1969	87,222	0.08	0.18	0.36	2.26
1970	76,046	0.24	0.24	0.34	2.22
1971	87,292	0.13	0.23	0.31	2.13
1972	101,471	0.10	0.15	0.46	2.05
1973	127,151	0.17	0.17	0.37	2.03
1974	138,859	0.18	0.20	0.37	1.77
1975	134,838	0.22	0.25	0.37	2.13
1976	170,251	0.26	0.25	0.60	2.02
1977	200,437	0.26	0.27	0.66	2.20
1978	233,459	0.36	0.27	0.65	2.15
1979	257,230	0.32	0.25	0.58	1.93
1980	237,082	0.29	0.25	0.47	1.99
1981	226,524	0.27	0.26	0.43	2.14
1982	169,584	0.41	0.17	0.45	2.73
1983	207,629	0.21	*	0.31	2.71
1984	239,958	*	*	0.51	2.75
1985	224,260	0.16	*	0.16	3.24
1986	221,581	0.42	0.08	*	3.66
1987	275,307	0.12	*	*	3.01
1988	316,739	NA	NA	NA	NA
1989	307,722	NA	NA	NA	NA

NA - Not applicable.

*Loss occurred for that year.

Source: Data calculated from figures in table 1-5a. See table 1-5a for notes and full citation.

Table 1-6.
Average annual expenditures of urban consumer units for entertainment and reading, by selected characteristics: 1980-1988 (continued on next page)

Year and characteristic	Entertainment and reading: Average annual expenditures total	Entertainment and reading: Percent of total expenditures	Entertainment (a): Average annual expenditures total	Entertainment (a): Fees and admissions	Entertainment (a): Television, radios, and sound equipment	Entertainment (a): Other equipment and services (b)	Reading
	(in dollars)	(percent)					
1980	838	5.0	724	238	206	280	114
1981	919	5.2	799	269	229	300	120
1982	942	5.2	820	265	274	281	122
1983	1,050	5.3	919	308	290	320	131
1984	1,187	5.4	1,055	313	322	420	132
1985	1,311	5.6	1,170	320	371	479	141
1986	1,289	5.4	1,149	308	371	470	140
1987	1,335	5.5	1,193	323	379	491	142
1988, all consumer units	1,479	5.7	1,329	353	416	560	150
Age of reference person:							
Under 25 years old	1,041	6.4	961	247	349	364	80
25-34 years old	1,527	5.9	1,396	310	442	644	131
35-44 years old	2,158	6.5	1,975	514	597	865	183
45-54 years old	1,802	5.4	1,615	485	479	651	187
55-64 years old	1,300	5.0	1,136	340	350	446	164
65-74 years old	1,032	5.1	881	262	284	335	151
75 years old and over	451	3.4	351	101	141	109	100
Region of residence:							
Northeast	1,413	5.4	1,232	385	414	432	181
Midwest	1,407	5.7	1,255	348	412	495	152
South	1,367	5.5	1,246	290	398	558	121
West	1,819	6.3	1,657	431	450	777	162
Size consumer unit:							
One person	925	5.9	813	247	282	284	112
Two persons	1,419	5.4	1,254	345	366	542	165
Three persons	1,737	5.7	1,575	384	515	675	162
Four persons	2,244	6.5	2,062	478	590	994	182
Five persons or more	1,649	5.0	1,505	435	512	557	144

Note: In dollars, except as indicated. Based on Consumer Expenditure Survey.

(a) Some expenditures for vacation trips are not included in this category, such as food, lodging, and vehicle expenses.

(b) Other equipment and services includes pets, toys, and playground equipment.

Table 1-6.
Average annual expenditures of urban consumer units for entertainment and reading, by selected characteristics: 1980-1988 (continued from previous page)

	Entertainment and reading		Entertainment (a)				
Year and characteristic	Average annual expenditures total	Percent of total expenditures	Average annual expenditures total	Fees and admissions	Television, radios, and sound equipment	Other equipment and services (b)	Reading
	(in dollars)	(percent)					
Income before taxes:							
Complete income reporters(c)	1,501	5.7	1,349	352	422	574	152
Under $5,000	487	4.5	428	126	156	147	59
$5,000-$9,999	546	4.7	469	110	221	137	77
$10,000-$14,999	895	5.3	802	139	297	367	93
$15,000-$19,999	970	5.0	856	186	322	348	114
$20,000-$29,999	1,333	5.4	1,191	310	416	465	142
$30,000-$39,000	1,695	5.4	1,510	420	494	597	185
$40,000-$49,999	2,225	5.9	1,995	526	576	892	230
$50,000 and over	3,435	6.6	3,148	880	788	1,480	287

Note: In dollars, except as indicated. Based on Consumer Expenditure Survey.

(a) Some expenditures for vacation trips, such as food, lodging, and vehicle expenses, are not included in this category.

(b) Other equipment and services includes pets, toys, and playground equipment.

(c) A complete reporter is a consumer unit that provided values for at least one of the major sources of income.

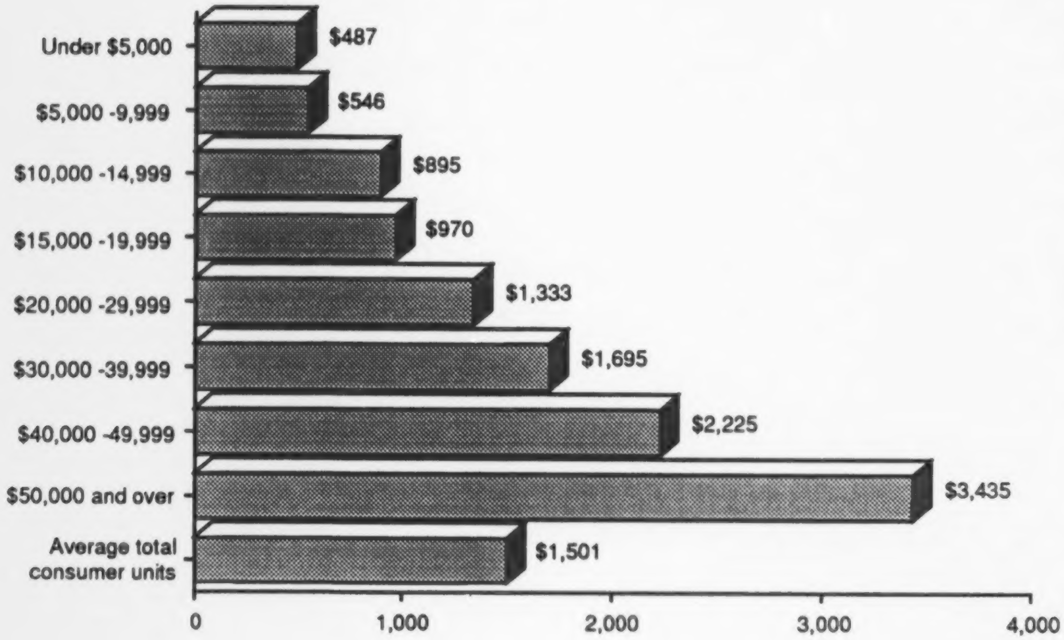
Source: (1980-1983) U.S. Bureau of Labor Statistics, Consumer Expenditure Survey Annual. As included in U.S. Bureau of the Census, Statistical Abstract, 1987, 107th edition, Washington, D.C., 1986, table 366; (1984-1987) U.S. Bureau of Labor Statistics, Consumer Expenditure Survey Annual. (1988) As included in U.S. Bureau of the Census, Statistical Abstract, 1991, 111th edition, Washington, D.C., 1991, table 393.

Methodological note: **Consumer Expenditure Survey**. – The Consumer Expenditure Survey program was begun in late 1979. The principal objective of the survey is to collect current consumer expenditure data which provide a continuous flow of data on the buying habits of American consumers. The data are necessary for future revisions of the Consumer Price Index. The survey, conducted by the Bureau of the Census for the Bureau of Labor Statistics, consists of two components: (1) An interview panel survey in which the expenditures of consumer units (households who act as a unit for consumption) are obtained in five interviews conducted every three months, and (2) a diary or recordkeeping survey completed by participating households for two consecutive one-week periods. Each component of the survey queries an independent sample of consumer units in 85 urban areas of the country representative of the U.S. urban population. Over 52 weeks of the year, 5,000 consumer units are sampled for the diary survey. Each consumer unit keeps a diary for two one-week periods, yielding approximately 10,000 diaries a year. The interview sample is selected on a rotating panel basis, targeted at 5,000 consumer units per quarter. The survey includes students in student housing.

The Diary survey is designed to obtain expenditures on small, frequently purchased items which are normally difficult for respondents to recall. Detailed records of expenses are kept for food and beverages both at home and in eating places, tobacco, housekeeping supplies, nonprescription drugs, and personal care products and services.

The Interview survey is designed to obtain data on the types of expenditures which respondents can be expected to recall for a period of three months or longer. In general, these include relatively large expenditures, such as those for property, automobiles, and major appliances, or expenditures which occur fairly regularly, such as rent, utilities, or insurance premiums. Including "global estimates" for food, it is estimated that about 95 percent of expenditures are covered in the interview. Excluded are nonprescription drugs, household supplies, and personal care items. The interview survey also provides data on expenditures incurred while on trips. Both surveys exclude all business-related expenditures for which the family is reimbursed.

Chart 1-4.
Average annual expenditures for entertainment and reading of urban consumer units by income level: 1988



Source: U.S. Bureau of Labor Statistics and U.S. Bureau of the Census, Consumer Expenditure Survey; See table 1-6 for full citation.

Table 1-7.
Number of establishments with payroll and receipts for firms subject to and exempt from Federal income tax in selected arts-related service industries: 1987 (continued on next page)

Type of service establishment	Number of establishments with payroll	Receipts in thousands of dollars	Unincorporated businesses or operations: Number of individual proprietorships	Unincorporated businesses or operations: Number of partnerships
All service establishments subject to Federal income tax	1,626,017	772,194,134	577,594	130,575
Photographic studios, portrait	9,485	2,044,794	3,748	401
Radio, TV, publishers' advertising representatives	1,816	1,295,059	179	71
Commercial photography, art, and graphics	13,826	5,243,998	3,515	480
Sign painting shops	2,232	381,709	1,195	134
Interior designing	5,291	1,889,387	1,648	218
Radio and TV repair shops	6,523	1,623,186	2,958	319
Architectural services	17,777	9,854,777	5,012	1,699
Amusement and recreation services, including motion pictures and museums	99,480	57,637,581	22,794	8,427
Motion picture production, distribution, and services	11,242	19,916,629	924	524
Motion picture theatres	7,776	3,977,078	1,083	488
Motion picture theatres, except drive-in	6,777	3,809,209	831	388
Drive-in motion picture theatres	999	167,869	252	100
Video tape rental	16,824	2,687,138	6,082	2,617
Theatrical producers (except motion picture), bands, orchestras, and entertainers	7,847	4,904,224	1,693	464
Theatrical producers (except motion picture) and miscellaneous theatrical services	3,253	2,543,391	499	271
Bands, orchestras, actors, and other entertainers and entertainment groups	4,594	2,360,833	1,194	193
Dance studios, schools, and halls	4,016	383,445	1,881	218
Carnivals, circuses, and fairs	515	313,342	124	33
Museums, botanical and zoological gardens	328	126,360	99	28

See Table 1-7 for 1982 data

Table 1-7.
Number of establishments with payroll and receipts for firms subject to and exempt from Federal income tax in selected arts-related service industries: 1987 (continued from previous page)

Type of service establishment	Number of establishments with payroll	Receipts in thousands of dollars	Unincorporated businesses or operations	
			Number of individual proprietorships	Number of partnerships
All service establishments exempt from Federal income tax	175,829	267,489,778	NA	NA
Selected amusement, recreation, and related services	12,045	8,454,656	NA	NA
Producers, orchestras, and entertainers	2,132	1,780,521	NA	NA
Theatrical producers (except motion picture)	1,151	776,047	NA	NA
Bands, orchestras, and other entertainment	981	1,004,474	NA	NA
Museums, art galleries, and botanical and zoological gardens	2,695	2,597,158	NA	NA
Commercial museums*	461	337,681	NA	NA
Noncommercial museums	2,030	1,872,625	NA	NA
Museums and art galleries	2,491	2,210,306	NA	NA
Arboreta, botanical and zoological gardens	204	386,852	NA	NA

NA - Not available.

Note: The universe of organizations that receive questionnaires in the 5-year economic census is obtained through the use of two sources. One source is filers of FICA reports, the other is filers of income tax forms (both for-profit and not-for-profit organizations). Arts organizations that do not submit either a FICA report or an IRS income tax report are not likely to receive a census questionnaire. Many arts organizations operate as subsidiaries of larger organizations that may not be primarily in the arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity, which may not be in the arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1987.

*There are a few museums categorized as commercial that are tax exempt by the Census of Service Industries.

Source: U.S. Department of Commerce, Bureau of the Census, 1987 Census of Service Industries, Establishment and Firm Size, SC87-S4, Washington, D.C., July 1991, tables 1a and 2a; 1987 Census of Service Industries, Miscellaneous Subjects, Washington, D.C, November 1990, table 1a, 1b.

Methodological note: **Establishment** as used in the Census of Service Industries refers to a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Statistics for service industries represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Each census report was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

Table 1-8.
Major sources of receipts of producers, orchestras, and entertainment firms subject to Federal income tax for the United States: 1987

Kind of business or operation	Establish-ments (number)	Receipts from customers, patrons, and contract fees, by source					
		Total	Admissions	Contract fees from providing entertainment	Sales of merchandise	Services provided to the performing arts industry	Other sources
(in thousands of dollars)							
Theatrical producers (except motion picture), bands, orchestras, and entertainers	7,847	4,904,224	1,670,259	1,681,261	62,482	830,210	660,012
Theatrical producers (except motion picture) and miscellaneous theatrical services	3,253	2,543,391	1,037,612	380,097	29,489	618,435	477,758
Producers of live theatrical productions	940	809,222	576,271	147,503	11,718	24,130	49,600
Producers of radio and TV shows, except tape	345	175,791	NA	NA	NA	NA	NA
Artists' and entertainers' managers or agents, concert bureaus, booking agents	1,176	700,836	30,202	103,538	NA	408,941	155,426
Other theatrical services	792	857,542	428,182	17,920	14,143	166,049	231,248
Bands, orchestras, actors, and other entertainers and entertainment groups	4,594	2,360,833	632,647	1,301,164	32,993	211,775	182,254
Dance groups and artists	104	32,981	NA	NA	NA	NA	NA
Symphony orchestras, opera companies, and chamber music organizations	56	26,474	NA	NA	NA	NA	NA
Other music and entertainment presentations	4,434	2,301,378	619,006	1,264,166	32,950	206,892	178,364
(percent distribution)							
Producers, orchestras, entertainers		4,904,224	34	34	1	17	13
Theatrical producers (except motion picture) and miscellaneous theatrical services		2,543,391	41	15	1	24	19
Producers of live theatrical productions		809,222	71	18	1	3	6
Producers of radio and TV shows, except tape		175,791	NA	NA	NA	NA	NA
Artists' and entertainers' managers or agents, concert bureaus, booking agents		700,836	4	15	NA	58	22
Other theatrical services		857,542	50	2	2	19	27
Bands, orchestras, actors, and other entertainers and entertainment groups		2,360,833	27	55	1	9	8
Dance groups and artists		32,981	NA	NA	NA	NA	NA
Symphony orchestras, opera companies, and chamber music organizations		26,747	NA	NA	NA	NA	NA
Other music and entertainment presentations		2,301,378	27	55	1	9	8

NA - Not applicable or data withheld to avoid identification of individual companies.

*Data includes only establishments with payroll.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Industry Series, Miscellaneous Subjects, Washington, D.C., July 1991, table 17.

Methodological note: The universe of organizations receiving questionnaires in the 5-year census of Service Industries is obtained through the use of two sources. One source is filers of FICA reports (Social Security retirement deposits), the other is filers of income tax forms (IRS Form 990 for nonprofit organizations). Nonprofit performing arts organizations that do not submit either a FICA report or an IRS Form 990 are not likely to be included in the census. Furthermore, many performing arts organizations operate as subsidiaries of organizations such as state or local government; colleges or universities; museums; and many other kinds of large organizations. In such cases, the larger organization is the one that may receive the census questionnaire and its response will be classified in terms of its primary activity, which usually will not be performing arts. For such reasons, the counts of numbers of organizations and their revenues presented in this table understate the levels of activity that occurred in 1987.

Theatrical producers (except motion picture) and miscellaneous theatrical services are establishments primarily engaged in providing live theatrical presentations, such as road companies and summer theater. This industry also includes services allied with theatrical presentations, such as casting agencies; booking agencies for plays, artists, and concerts; scenery, lighting, and other equipment service; and theatrical ticket agencies. Also included in this industry are producers of live and taped radio programs and commercials and producers of live television programs.

Bands, orchestras, actors, and other entertainers and entertainment groups are establishments primarily engaged in providing entertainment services other than live theatrical presentations. These establishments include bands, orchestras, entertainers, and producers of live entertainment for radio or television.

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Table 1-9.
Sources of receipts for orchestras and entertainers exempt from Federal income tax: 1987

	Firms exempt from Federal income tax					
	Total producers, orchestras, and entertainers		Theatrical producers (a)		Bands, orchestras, actors, and other entertainment groups	
Source of receipt	Number	Percent	Number	Percent	Number	Percent
Establishments	2,132	NA	1,151	NA	981	NA
			(in thousands of dollars)			
Total revenues	1,780,521	NA	776,047	NA	1,004,474	NA
Receipts from customers, patrons, and contract fees						
Admissions	742,060	42	396,295	51	345,765	34
Contract fees from providing entertainment	102,604	6	34,229	4	68,375	7
Sales of merchandise	33,451	2	22,000	3	11,451	1
Services provided to the performing arts industry	17,954	1	9,732	1	8,222	1
Other amounts received from customers, patrons, and fees	92,533	5	30,004	4	62,529	6
Other receipts						
Royalties, residual fees, and subsidiary rights	10,666	1	2,771	(b)	7,895	1
Contributions and grants						
Governmental						
National Endowment for the Arts	34,927	2	13,423	2	21,504	2
All other Federal, state, county, and municipal	107,671	6	43,864	6	63,807	6
Private						
Individuals	251,162	14	83,296	11	167,866	17
Foundations	102,772	6	47,464	6	55,308	6
Business and industry	122,175	7	45,393	6	76,782	8
Other	23,600	1	4,575	1	19,025	2
All other receipts or revenues	138,946	8	43,001	6	95,945	10

NA - Not applicable.

Note: See tables 1-7 and 1-8 for methodological notes.

(a) Does not include motion pictures.

(b) Less than 1 percent.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Washington, D.C., 1987, table 28.

Table 1-10.
Combined Federal, State, and local government expenditures by function: 1952-1989

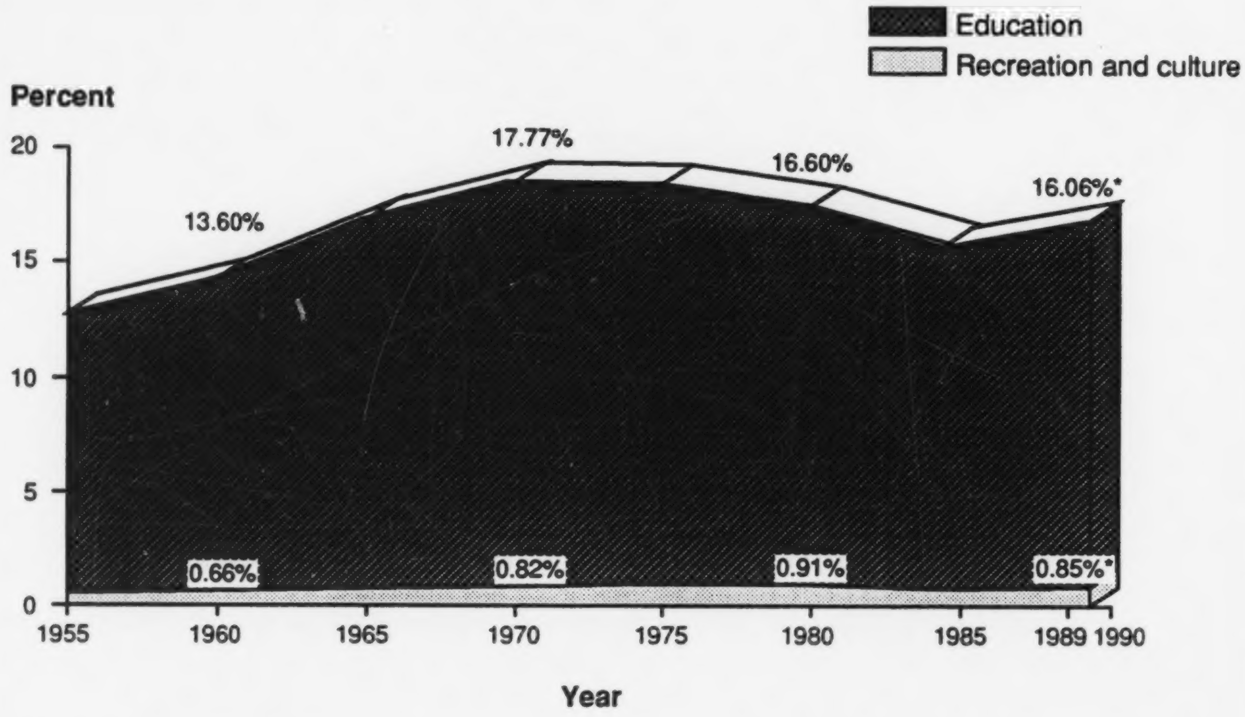
Function	1952	1955	1960	1965	1970	1975	1980	1985	1986	1987	1988	1989
						(in billions of dollars)						
Total (a)	94.3	98.5	137.3	189.6	317.4	544.9	889.6	1,402.6	1,491.5	1,573.5	1,654.2	1,772.4
Central executive, legislative, and judicial activities	3.0	3.2	4.4	6.1	9.9	18.2	30.0	43.9	46.7	51.1	55.0	59.1
International affairs	2.3	2.2	2.0	2.3	2.4	3.9	6.7	14.3	14.8	13.6	14.4	14.7
Space	0.0	0.0	0.6	5.6	3.6	3.6	5.0	7.4	7.1	8.0	9.2	11.0
National defense	46.1	38.9	45.2	50.9	76.6	89.5	142.4	258.8	277.4	294.3	296.8	300.7
Civilian safety	2.1	2.6	3.9	5.5	9.7	18.2	28.9	48.5	54.5	58.9	64.4	70.2
Education	8.4	12.0	18.7	30.7	56.1	95.4	147.7	210.9	226.6	241.8	262.6	284.6
Health and hospitals	2.5	2.9	4.6	7.0	13.2	24.4	40.5	59.7	64.3	69.1	75.6	81.1
Income support, Social Security, and welfare	8.0	12.1	23.0	34.3	73.3	170.2	288.2	422.2	446.1	467.8	499.2	543.9
Veterans benefits and services	5.7	5.5	5.9	6.5	10.3	19.5	23.1	29.0	29.5	30.2	31.4	32.9
Housing and community services	1.3	0.9	2.0	2.9	4.4	9.8	18.4	21.2	23.6	26.8	28.1	29.7
Recreational and cultural activities	0.3	0.5	0.9	1.3	2.6	5.0	8.1	10.5	11.7	12.8	14.0	15.0
Energy	0.3	0.1	0.5	1.0	1.0	3.2	5.5	3.9	1.6	.4	-.6	-2.6
Agriculture	1.5	3.2	3.4	4.8	5.7	4.8	9.3	32.6	33.2	28.5	18.5	19.9
Natural resources	1.1	0.9	1.4	2.3	2.7	4.4	7.3	9.5	9.8	10.4	10.8	11.1
Transportation	5.4	6.8	10.3	14.0	20.0	29.6	44.9	62.6	67.0	69.7	74.9	77.6
Postal service	0.8	0.5	0.7	0.8	2.3	4.0	2.7	2.5	1.9	3.4	2.7	2.6
Economic development, regulation, and services	0.2	0.3	0.6	0.9	1.8	2.4	4.5	2.8	3.8	3.7	4.2	5.0
Labor training and services	0.3	0.3	0.4	0.9	1.8	3.0	6.8	6.1	6.2	6.3	6.6	6.7
Commercial activities	-0.2	-0.2	-0.2	-0.2	-0.2	-0.5	-1.3	-4.2	-4.8	-5.2	-6.3	-7.9
Net interest paid (b)	4.7	5.0	7.6	9.4	15.0	24.2	50.2	132.8	141.0	150.0	159.3	181.1
Other and unallocable	0.5	0.7	1.5	2.7	5.2	12.4	20.7	27.2	29.3	32.0	33.4	35.8
						(percent)						
Percent of total for recreation and cultural activities	.32	.51	.66	.69	.82	.92	.91	.75	.78	.81	.85	.85
Percent of total for educational activities	8.90	12.20	13.60	16.20	17.77	17.50	16.60	15.04	15.19	15.37	15.87	16.06

(a) Equals Federal Government expenditures minus grants-in-aid to State and local governments, plus State and local government expenditures. Total expenditures include employee compensation on a disbursement basis. The estimates by function include employee compensation on an accrual basis. Wage accrual less disbursements (in millions of dollars) is zero except as follows: 1952, 32; 1953, -76; 1971, 209; 1972, 333; 1973, -12; 1974, -480; 1975, 100; 1976, 100; 1977, 100; 1978, 271; 1979, -181; 1980, -40; 1981, 59; 1982, -4; and 1985, -230.

(b) Excludes interest received by State and local social insurance funds, which is netted against expenditures for the appropriate functions.

Source: (1952-1980) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.14; (1985) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989, table 3.14; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1990, table 3.14.

Chart 1-5.
Percent of total (Federal, State, and local) government expenditures for recreation and culture, and for education: 1955-1989



* Data points reflect 1989 data.
Source: Calculated from data in the National Income and Product Accounts; See table 1-10 for full citation.

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Updates Table 1-11

Table 1-11.
Federal government expenditures for recreation and culture, and for education by type of expenditure: 1955-1989

Type of expenditure	1955	1960	1965	1970	1975	1980	1985	1987	1988	1989
					(in millions of dollars)					
Total Federal government										
Total expenditures*	68,649	93,904	125,295	207,811	364,232	615,149	984,627	1,072,797	1,114,159	1,187,150
Purchase of goods and services	44,930	54,447	68,656	98,774	129,176	208,089	353,898	381,599	380,267	399,995
Transfer payments and net interest paid	19,093	30,316	40,942	78,113	173,719	306,838	510,281	555,948	590,132	643,924
Grants-in-aid to State and local governments	3,120	6,526	11,121	24,447	54,558	88,678	99,678	102,614	111,066	118,196
Subsidies less current surplus of government enterprises	1,506	2,615	4,576	6,477	6,879	11,544	20,540	32,636	32,694	25,035
Recreation and culture										
Total expenditures*	40	139	226	467	1,033	1,761	1,658	1,731	1,834	1,867
Purchase of goods and services	40	139	224	381	772	1,074	1,139	1,207	1,302	1,368
Transfer payments and net interest paid	NA	NA	NA	31	91	312	326	390	423	404
Grants-in-aid to State and local governments	NA	NA	2	55	170	375	193	134	109	95
Percent of Federal expenditures for recreation and culture	0.06	0.15	0.18	0.22	0.28	0.29	0.17	0.16	0.16	0.16
Education										
Total expenditures*	397	678	1,431	5,329	8,088	13,982	16,650	16,917	18,727	20,211
Purchase of goods and services	133	211	431	849	961	1,273	1,616	1,881	1,855	1,992
Transfer payments and net interest paid	13	56	169	815	1,583	4,829	6,482	6,555	6,982	7,481
Grants-in-aid to State and local governments	251	411	831	3,665	5,544	7,880	8,552	8,481	9,890	10,738
Percent of Federal expenditures for education	0.58	0.72	1.14	2.56	2.22	2.27	1.69	1.58	1.68	1.70

NA - Indicates data not available in these years.

*Total expenditures include employee compensation on a disbursement basis. Expenditures by type and function include employee compensation on an accrual basis. Wage accrual less disbursement (in millions of dollars) is zero except as follows: 1975, 100; 1982, -4; 1983, -445; 1984, 220; 1985, -230; 1987, 0; and 1988, 0.

Sources: (1955-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.15; (1985), U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1987, table 3.15; (1987) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1989, Washington, D.C., July 1989, table 3.15; (1988-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, table 3.15, July 1991, Washington, D.C., July 1990.

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Updates Table 1-12

Table 1-12.
State and local government expenditures for recreation and culture and for education by type, selected years: 1955-1989

Type of expenditure	1955	1980	1985	1986	1987	1988	1989
			(in millions of dollars)				
Total (a)							
Total expenditures	32,937	355,545	515,809	563,529	604,145	651,138	703,462
Percent of total expenditures	100	100	100	100	100	100	100
Purchase of goods and services	30,346	340,759	461,278	505,726	540,153	582,258	625,584
Transfer payments and net interest paid less dividends	4,115	20,819	67,083	70,986	78,382	85,340	96,647
Subsidies less current surplus of government enterprises	-1,524	6,073	-12,552	-13,183	-14,390	-16,460	-18,769
Recreation and culture (b)							
Total expenditures	478	6,601	8,587	10,069	11,227	12,251	13,259
Percent of total expenditures	1.5	1.9	1.7	1.8	1.9	1.9	1.9
Purchase of goods and services	478	6,601	8,587	10,069	11,227	12,251	13,259
Education							
Total expenditures	11,867	141,705	201,526	218,533	233,419	253,780	275,149
Percent of total expenditures	36	40	39	39	39	39	39
Purchase of goods and services	11,824	139,277	198,295	214,652	229,375	249,447	270,333
Transfer payments and net interest paid less dividends	43	2,428	3,231	3,881	4,044	4,333	4,816

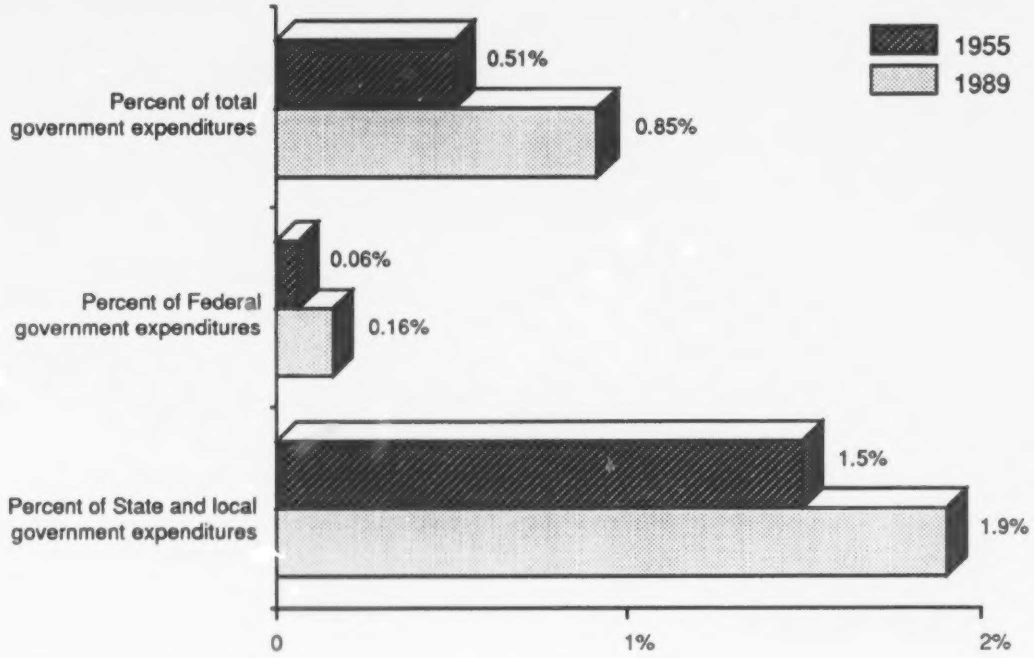
(a) Total expenditures include employee compensation on a disbursement basis. Expenditures by type and function include employee compensation on an accrual basis. Wage accruals less disbursement in 1985 and 1987 is zero.

(b) Excludes interest received by social insurance funds, which is netted against expenditures for the appropriate functions.

Sources: (1955-1985) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, table 3.16; (1986-1989) U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1990, table 3.16.

Chart 1-6.
Percent of government expenditures for recreation and culture by level of government: 1955 and 1989

Recreation and culture



Source: National Income and Product Accounts; See tables 1-10 to 1-12 for full citation.
(1989) Federal government expeditures and totals, U.S. Department of Commerce, Bureau of Economic Analysis, Survey of Current Business, July 1990, table 3.15.

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Updates Table 1-13

Table 1-13.
Percent change in government expenditures for recreation and culture by level of government: 1955-1989

Level of government	Constant 1985 dollars 1955	1980	1985	1987	1988	1989	Percent change 1955-87	1980-85	1980-89
				(in millions of 1985 constant dollars)					
Total expenditures									
All levels	395,970	1,165,376	1,401,700	1,490,000	1,605,629	1,640,563	276	+20	+41
Federal government	275,969	805,845	984,627	1,016,237	1,013,386	1,030,140	268	+22	+28
State and local government	132,407	465,764	515,809	572,151	715,880	610,423	332	+11	+31
Recreation and culture									
All levels	2,010	10,611	10,100	12,101	12,811	13,125	502	-5	+24
Federal government	161	2,307	1,658	1,639	1,668	1,620	918	-28	-30
State and local government	1,922	8,647	8,587	10,645	11,143	11,505	454	-7	+33
Education									
All levels	48,240	193,487	210,000	239,121	247,859	256,296	396	+9	+32
Federal government	1,596	18,316	16,650	15,752	17,033	17,538	887	-9	-4.2
State and local government	47,705	185,634	201,526	221,182	230,826	238,758	364	+9	+29

Source: Data calculated from figures in tables 1-10 to 1-12.

1989 Edition
Updates Table 1-14

Table 1-14.
Appropriations for major Federal cultural agencies/programs and amounts approved by the House, Senate, and Conference Committee: 1989-1994

Agency or program	FY 1989 appropriations	FY 1990 appropriations	FY 1991 appropriations	FY 1992 Administration budget proposal	FY 1992 House passed	FY 1992 Senate passed	FY 1992 Confrence report*	FY 1992 Final*
				(in millions of dollars)				
National Endowment for the Arts	169.090	171.255	174.083	174.083	178.200	174.083	178.200	175.954
National Endowment for the Humanities	153.000	156.910	170.004	178.200	178.200	175.000	178.200	175.955
Institute of Museum Services	22.270	22.675	25.864	26.949	27.344	27.344	27.344	26.999
Smithsonian	245.935	266.689	326.117	357.150	342.079	333.124	336.071	331.837
National Gallery of Art	38.731	41.953	49.521	57.500	55.086	53.500	52.792	52.127
Commission of Fine Arts	.475	.509	.634	.705	.722	.722	.722	.722
Historic Preservation Fund	30.500	32.750	34.483	35.931	35.931	35.931	35.931	35.478
National Capital Arts & Cultural Affairs Program	5.000	5.427	6.217	0	7.000	7.000	7.000	7.000

Corporation for Public Broadcasting (funded two years in advance)

Agency or program	FY 1991 appropriations	FY 1992 administration proposal	House passed	Senate passed	FY 1993 appropriations	FY 1994 appropriations
			(in millions of dollars)			
Public Broadcasting	242.06	242.06	242.06	260.00	253.34	275.00
Satellite Replacement	56.81	NA	72.00	80.50	NA	NA
Total	298.87	242.06	314.06	340.50	253.34	275.00

NA - Not available.

Note: This table does not represent all Federal appropriations used for cultural purposes. A number of other agencies have programs funding cultural activities, for example, the Library of Congress.

*Subject to a 1.26 percent across the board cut.

Source: Data provided by Congressman Ted Weiss and Joel Flatow, House of Representatives, Washington, D.C., November 1991, Congressional Arts Caucus: Special Update, Washington, D.C., May 1992.

Table 1-15.
National Endowment for the Arts (NEA) funding history: 1966-1992 (continued on next page)

	Authorization					President's request					Appropriation					
Year	Program	Treasury	Challenge	Administrative	Total	Program	Treasury	Challenge	Administrative	Total	Program	Treasury	Challenge	Administrative	Total	Year
							(in thousands of dollars)									
FY 1966 (a).....	5,000	2,250	NA	NA	7,250	2,150	500	NA	350	3,000	2,500	34	NA	364	2,898	FY 1966
FY 1967 (a).....	7,750	2,250	NA	NA	10,000	7,750	1,000	NA	590	9,340	6,000	1,966	NA	510	8,476	FY 1967 (b)
FY 1968 (a).....	7,750	2,250	NA	NA	10,000	7,750	1,000	NA	810	9,560	6,500	674	NA	600	7,774	FY 1968 (b)
FY 1969 (a).....	8,000	3,375	NA	NA	11,375	9,050	1,000	NA	950	11,000	5,400	2,357	NA	700	8,457	FY 1969 (b)
FY 1970 (a).....	9,000	3,375	NA	NA	12,375	6,500	1,000	NA	872	8,372	6,250	2,000	NA	805	9,055	FY 1970 (b)
FY 1971 (a).....	17,000	3,000	NA	NA	20,000	13,800	2,500	NA	1,200	17,500	12,590	2,500	NA	1,330	16,420	FY 1971 (b)
FY 1972 (a).....	26,500	3,500	NA	NA	30,000	26,500	3,500	NA	1,716	31,716	26,250	3,500	NA	1,730	31,480	FY 1972 (b)
FY 1973 (a).....	35,500	4,500	NA	NA	40,000	35,500	3,500	NA	2,550	41,550	34,700	3,500	NA	2,657	40,857	FY 1973 (b)
FY 1974 (a).....	65,000	7,500	NA	NA	72,500	65,000	7,500	NA	4,000	76,500	54,275	6,500	NA	3,250	64,025	FY 1974 (b)
FY 1975 (a).....	90,000	10,000	NA	NA	100,000	72,000	10,000	NA	5,500	87,500	67,250	7,500	NA	5,392	80,142	FY 1975
FY 1976 (a).....	113,500	12,500	NA	NA	126,000	74,500	7,500	NA	5,500	87,500	74,500	7,500	NA	5,455	87,455	FY 1976
Tran Qtr........	NA	NA	NA	NA	NA	33,750	500	NA	1,447	35,697	33,437	500	NA	1,364	35,301	Tran Qtr
FY 1977 (a).....	97,500	10,000	12,000	NA	119,500	79,500	7,500	NA	5,500	92,500	77,500	7,500	9,000	5,872	99,872	FY 1977
FY 1978.........	107,000	12,500	18,000	SSAN	137,500	89,000	7,500	18,000	9,000	123,500	89,100	7,500	18,000	9,250	123,850	FY 1978
FY 1979.........	NA	NA	NA	NA	SSAN	102,160	7,500	30,000	10,000	149,660	102,160	7,500	30,000	9,925	149,585	FY 1979
FY 1980.........	NA	NA	NA	NA	SSAN	97,000	20,000	26,900	10,500	154,400	97,000	18,500	26,900	12,210	154,610	FY 1980
FY 1981.........	115,500	18,500	27,000	14,000	175,000	114,495	18,500	22,000	12,965	167,960	113,960	19,250	13,450	12,135	158,795	FY 1981
FY 1982.........	NA	NA	NA	NA	119,300	57,835	15,000	2,500	12,665	88,000	103,330	14,400	14,400	11,326	143,456	FY 1982
FY 1983.........	NA	NA	NA	NA	119,300	69,756	11,155	7,364	12,600	100,875	101,675	11,200	18,400	12,600	143,875	FY 1983
FY 1984 (c).....	NA	NA	NA	NA	166,500	86,800	8,000	17,100	13,100	125,000	119,000	9,000	21,000	13,223	162,223	FY 1984
FY 1985 (e).....	NA	NA	NA	NA	SSAN	102,675	9,000	18,500	13,700	143,875	118,678	8,820	20,580	15,582	163,660	FY 1985
FY 1986 (d, e)..	121,678	8,820	20,580	15,982	167,060	102,650	9,000	18,500	14,300	144,450	116,033	8,390	19,577	14,823	158,822	FY 1986
FY 1987 (e).....	123,425	9,173	21,403	16,205	170,206	103,000	9,000	18,500	14,900	144,900	120,761	8,420	20,000	16,100	165,281	FY 1987
FY 1988 (e).....	128,362	9,540	22,259	16,853	177,015	103,000	9,000	16,900	16,300	145,200	122,171	9,000	19,420	17,140	167,731	FY 1988
FY 1989 (e).....	SSAN	SSAN	SSAN	SSAN	SSAN	123,088	9,000	18,200	17,443	167,731	123,450	9,000	18,200	18,440	169,090	FY 1989
FY 1990 (e).....	SSAN	SSAN	SSAN	SSAN	SSAN	123,550	12,000	15,150	19,400	170,100	124,255	12,000	15,150	19,850	171,255	FY 1990
FY 1991.........	125,800	13,000	15,000	21,200	175,000	125,800	13,000	15,000	21,200	175,000	124,633	12,932	14,921	21,595	174,081	FY 1991
FY 1992.........	SSAN	SSAN	SSAN	SSAN	SSAN	120,033	17,500	13,000	23,550	174,083	122,991	12,836	17,280	22,848	175,955	FY 1992

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Table 1-15.
National Endowment for the Arts (NEA) funding history: 1966-1992 (continued from previous page)

NA - Not applicable.

Tran Qtr. - Transition Quarter; TBD - To be determined; SSAN - Such sums as necessary.

(a) In FY 1966-67, 50 percent of each National Foundation on the Arts and the Humanities request and appropriation was assumed to be allocable to the NEA for administrative expenses.

(b) In FY 1967-74, program funds shown above include a separate appropriation for State arts agencies (see a recent NEA Annual Report for the exact amounts). Beginning in FY 1975, no less than 20 percent of the program funds appropriation has been required to go to State arts agencies and regional arts groups.

(c) In FY 1984, the program funds appropriation included $100 of Arts and Artifacts Indemnity funds (which were obligated in FY 1984).

(d) In FY 1986, the program funds appropriation included $285 of Arts and Artifacts Indemnity funds (all of which remain available for use until needed).

(e) In FY 1985 through FY 1990, the administrative funds appropriation included the Office of Policy, Planning and Research; in FY 1985 through FY 1989 the administrative funds requested excluded the Office of Policy, Planning and Research.

Source: National Endowment for the Arts, Budget Office. Data provided by Aaron Fineman and Bill Potter, Washington, D.C., February 1992.

Methodological note: Treasury Fund grants, designed to help applicants increase or sustain nonfederal contributions, generally must be matched with at least three nonfederal dollars for each Federal dollar. The release of Federal funds is contingent upon an applicant's securing and documenting pledges and/or private donations at least equal to the amount of the Federal funds; and the approval of the Endowment of this documentation. This is referred to as the first match. The remaining minimum project cost (at least double the Federal monies) must be met with additional matching funds secured by the grantee organization.

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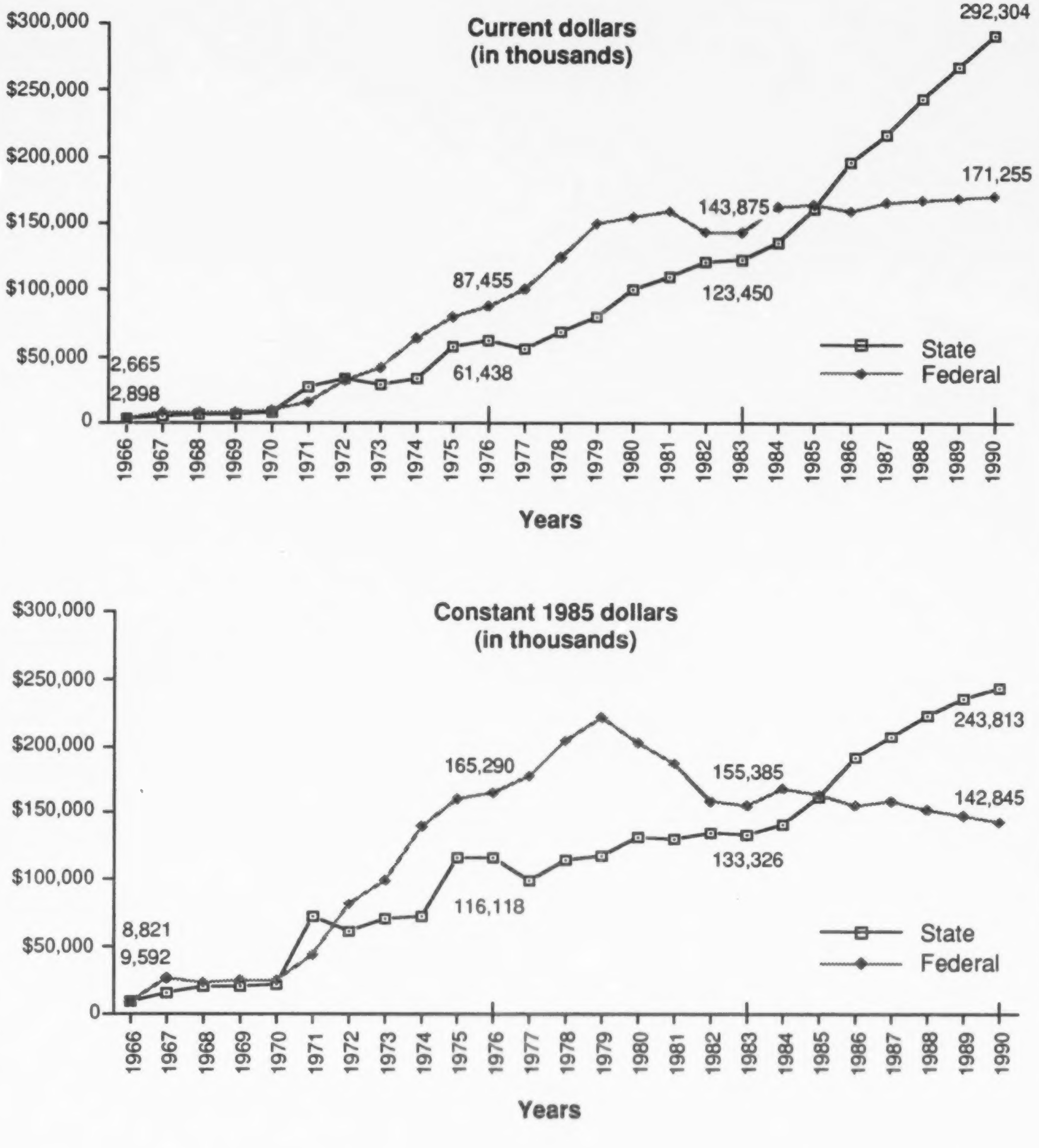
Chart 1-7.
Federal appropriations to the National Endowment for the Arts (NEA) and State legislative appropriations to State Arts Agencies: 1966-1990



Source: National Endowment for the Arts (NEA) Budget Office and National Assembly of State Arts Agencies (NASAA); See tables 1-15 and 1-19 for full citation.

See Table 1-16a for 1980-1984 data

Table 1-16a.
National Endowment for the Arts final allocation of appropriated funds by program: 1985-1992

	FY 85 $163,660		FY 86 $158,537		FY 87 $165,281		FY 88 $167,731		FY 89 $169,090		FY 90 $171,255		FY 91 $174,081		FY 92 appropriation $175,955	
Program	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent
	(in thousands of dollars)															
Dance	9,003	5.5	8,964	5.7	9,124	5.5	9,152	5.5	9,514	5.6	9,565	5.6	8,478	4.9	8,521	4.8
Design arts	4,371	2.7	3,914	2.5	4,341	2.6	4,276	2.5	4,014	2.4	4,240	2.5	3,716	2.1	3,777	2.1
Expansion arts	6,954	4.2	6,638	4.2	6,728	4.1	6,670	4.0	6,389	3.8	6,648	3.9	5,919	3.4	5,939	3.4
Folk arts	3,128	1.9	3,053	1.9	2,998	1.8	3,129	1.9	3,135	1.9	3,429	2.0	2,954	1.7	3,160	1.8
Inter-arts	4,346	2.7	4,144	2.6	4,044	2.4	4,248	2.5	4,540	2.7	4,633	2.7	3,952	2.3	3,821	2.2
Literature	5,125	3.1	4,722	3.0	5,028	3.0	5,033	3.0	5,061	3.0	5,007	2.9	4,575	2.6	4,577	2.6
Media arts	10,112	6.2	12,151	7.7	12,910	7.8	12,923	7.7	13,014	7.7	13,161	7.7	11,785	6.8	12,397	7.0
Museums (a)	11,885	7.3	11,636	7.3	11,572	7.0	12,674	7.6	12,399	7.3	12,669	7.4	11,048	6.3	11,080	6.3
Music	15,311	9.4	14,543	9.2	15,193	9.2	15,503	9.2	15,624	9.2	15,792	9.2	14,073	8.1	14,943	8.5
Opera-musical theater	5,953	3.6	5,792	3.7	6,157	3.7	6,242	3.7	6,519	3.9	6,518	3.8	6,041	3.5	6,063	3.4
Theater	10,641	6.5	10,185	6.4	10,764	6.5	10,690	6.4	10,733	6.3	10,603	6.2	9,411	5.4	9,563	5.4
Visual arts	6,201	3.8	5,732	3.6	6,224	3.8	5,977	3.6	6,110	3.6	5,900	3.4	5,293	3.0	5,554	3.2
Subtotal	93,029	56.8	91,474	57.7	95,084	57.5	96,515	57.5	97,051	57.4	98,164	57.3	87,243	50.1	89,394	50.8
Arts in education (b)	5,537	3.4	5,187	3.3	5,394	3.3	5,550	3.3	5,654	3.3	5,578	3.3	6,498	3.7	7,998	4.5
Locals	2,256	1.4	2,204	1.4	2,255	1.4	2,360	1.4	2,607	1.5	2,813	1.6	2,349	1.3	2,271	1.3
State and regional	24,372	14.9	23,779	15.0	24,592	14.9	24,907	14.8	25,547	15.1	26,090	15.2	31,499	18.1	30,751	17.5
Underserved communities set-aside	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	6,233	3.6	6,154	3.5
Subtotal	32,164	19.7	31,170	19.7	32,241	19.5	32,817	19.6	33,808	20.0	34,481	20.1	46,579	26.8	47,173	26.8
Advancement (a)	2,244	1.4	1,494	0.9	1,856	1.1	1,589	0.9	1,320	0.8	3,340	2.0	3,494	2.0	3,456	2.0
Challenge	20,580	12.6	19,577	12.3	20,000	12.1	19,670	11.7	18,470	10.9	15,420	9.0	15,170	8.7	13,083	7.4
Subtotal	22,824	13.9	21,071	13.3	21,856	13.2	21,259	12.7	19,790	11.7	18,760	11.0	18,664	10.7	16,539	9.4
Office of Policy, Planning and Research (OPPR) (c)	1,040	0.6	732	0.5	1,000	0.6	1,000	0.6	1,000	0.6	1,000	0.6	895	0.5	1,086	0.6
Administration	14,602	8.9	14,090	8.9	15,100	9.1	16,140	9.6	17,440	10.3	18,850	11.0	20,700	11.9	21,762	12.4
Subtotal	14,602	8.9	14,090	8.9	15,100	9.1	16,140	9.6	17,440	10.3	18,850	11.0	20,700	11.9	21,762	12.4
Appropriation (d)	163,660	100.0	158,537	100.0	165,281	100.0	167,731	100.0	169,090	100.0	171,255	100.0	174,081	100.	175,955	100.0

NA - Not available prior to 1991.

Note: All figures for FY 85 - FY 91 are final allocations of current-year appropriated funds. Indefinite (Treasury and Challenge) funds are shown in the year appropriated, whether or not obligated. Gift funds and transfers from other agencies are not included.

(a) FY 87 figure reflects a transfer of $500,000 of Treasury funds from Museums to Advancement; FY 88 figures reflect transfer of $500,000 of Treasury funds from Advancement to Museums.

(b) Includes education program expenditures in FY 85 and FY 86.

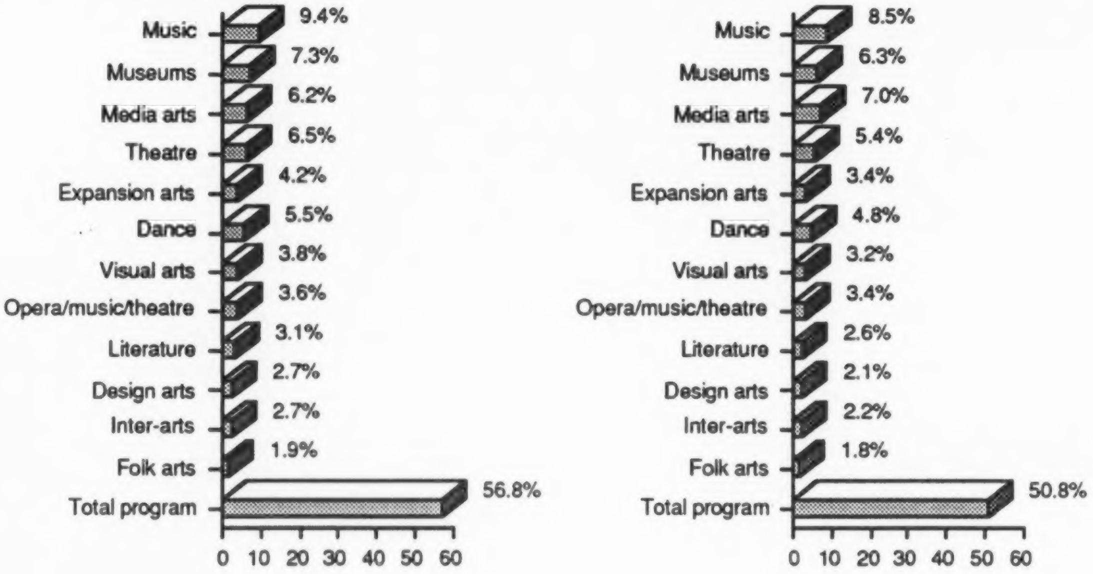
(c) FY 85 includes $60,000 of program funds.

(d) FY 86 excludes $285,000 of Arts and Artifacts Indemnity funds which remain available for use until expended.

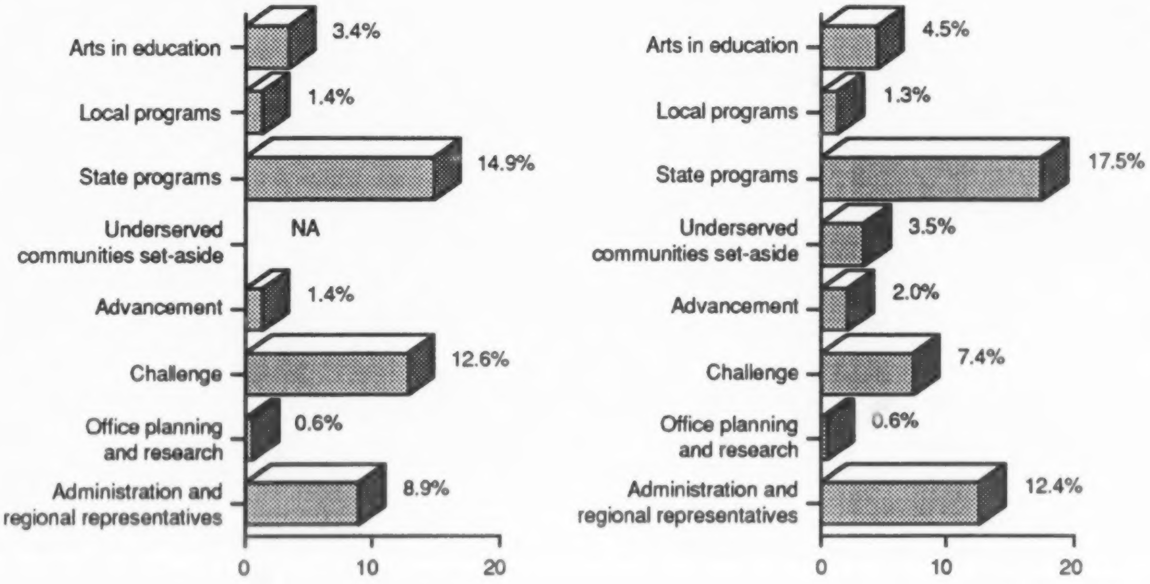
Source: National Endowment for the Arts, Budget Office. Data provided by Bill Potter, Washington, D.C., February 1992.

Chart 1-8.
Allocation of National Endowment for the Arts (NEA) funds by program: 1985 and 1992

Program funds 1985 **Program funds 1992**



Other funds 1985 **Other funds 1992**



Note: Total funds appropriated in 1985 were $163,660,000 and in 1992 were $175,955,000
NA = Not Available prior to 1991.
Source: National Endowment for the Arts (NEA) Budget Office; See table 1-16a for full citation and notes.

See Table 1-16b for 1984-1985 data

Table 1-16b.
Amount of award and number of grants awarded by the National Endowment for the Arts by program: 1986-1991

Amount of award

(in thousands of dollars)

Program	1986		1987		1988		1989		1990		1991	
	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent
Policy, planning and research	299.2	0.2	321.5	0.3	366.8	0.3	423.7	0.3	196.0	0.1	233.4	0.2
Music	14,661.6	10.4	14,981.5	12.0	1,538.0	1.1	15,509.0	10.1	15,874.8	11.2	14,086.9	9.6
Theater	9,890.4	7.0	10,345.3	8.3	10,269.8	7.5	10,111.0	6.6	9,865.4	7.0	8,966.1	6.1
Dance	8,746.8	6.2	8,641.9	6.9	8,387.9	6.1	9,004.6	5.9	9,114.9	6.4	8,225.9	5.6
Media arts	11,427.4	8.1	11,345.0	9.1	11,331.2	8.3	11,549.0	7.5	11,583.4	8.2	10,364.8	7.1
Opera-musical theater	5,720.7	4.1	6,067.0	4.9	6,078.5	4.4	6,395.0	4.2	6,334.8	4.5	5,975.0	4.1
Visual arts	5,261.6	3.7	5,810.9	4.7	5,142.2	3.8	5,579.7	3.6	5,103.4	3.6	4,692.9	3.2
Design arts	3,075.6	2.2	3,265.8	2.6	3,301.0	2.4	3,125.2	2.0	3,023.6	2.1	2,585.5	1.8
Museums	11,725.8	8.3	11,184.3	9.0	12,219.5	8.9	12,645.5	8.3	12,563.4	8.9	11,013.0	7.5
Challenge	21,500.0	15.3	0.0	0.0	27,500.0	20.1	27,634.6	18.1	14,005.0	9.9	15,435.0	10.5
Advancement	360.0	0.3	2,450.0	2.0	.0	0.2	0.0	0.0	1,875.0	1.3	2,431.5	1.7
Artists in education	4,838.8	3.4	5,053.2	4.1	4,796.0	3.5	4,951.4	3.2	4,480.5	3.2	5,696.2	3.9
Literature	4,580.9	3.3	5,134.0	4.1	4,952.2	3.6	5,025.5	3.3	4,994.5	3.5	4,576.6	3.1
Expansion arts	5,739.7	4.1	6,220.2	5.0	6,395.5	4.7	5,560.4	3.6	6,163.1	4.3	6,056.1	4.1
Inter-arts	4,278.2	3.0	4,389.4	3.5	4,502.3	3.3	5,062.9	3.3	5,256.3	3.7	5,014.5	3.4
Folk arts	2,969.4	2.1	2,896.8	2.3	3,032.5	2.2	3,005.8	2.0	3,248.4	2.3	3,571.1	2.4
State programs	23,465.6	16.7	24,500.0	19.6	24,812.8	18.1	25,049.5	16.4	25,446.5	17.9	33,222.0	22.7
Locals	2,094.0	1.5	2,116.2	1.7	2,171.0	1.6	2,390.0	1.6	2,701.3	1.9	4,181.4	2.9
Education	94.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	140,730.6	100.0	124,723.0	100.0	137,022.2	100.0	153,022.8	100.0	141,830.4	100.0	146,327.9	100.0

Number of grants

Program	1986		1987		1988		1989		1990		1991	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Policy, planning and research	60	1.3	59	1.4	66	1.5	77	1.7	45	1.1	49	1.2
Music	837	18.6	820	18.8	844	18.9	751	16.8	780	18.4	766	18.7
Theater	256	5.7	267	6.1	285	6.4	284	6.4	302	7.1	313	7.7
Dance	342	7.6	342	7.8	333	7.5	355	8.0	348	8.2	280	6.8
Media arts	228	5.1	232	5.3	245	5.5	256	5.7	246	5.8	203	5.0
Opera-musical theater	180	4.0	206	4.7	192	4.3	199	4.5	191	4.5	198	4.8
Visual arts	454	10.1	466	10.7	460	10.3	495	11.1	380	9.0	286	7.0
Design arts	148	3.3	165	3.8	136	3.0	121	2.7	111	2.6	121	3.0
Museums	510	11.3	489	11.2	579	13.0	553	12.4	507	12.0	490	12.0
Challenge	63	1.4	0	0.0	87	1.9	91	2.0	36	0.9	36	0.9
Advancement	134	3.0	33	0.8	3	0.1	0	0.0	36	0.9	45	1.1
Artists in education	103	2.3	101	2.3	95	2.1	99	2.2	72	1.7	96	2.3
Literature	268	6.0	292	6.7	265	5.9	281	6.3	283	6.7	246	6.0
Expansion arts	366	8.1	385	8.8	351	7.9	337	7.6	369	8.7	370	9.0
Inter-arts	258	5.7	233	5.3	247	5.5	271	6.1	244	5.8	234	5.7
Folk arts	206	4.6	184	4.2	179	4.0	179	4.0	170	4.0	197	4.8
State programs	67	1.5	66	1.5	70	1.6	72	1.6	82	1.9	92	2.2
Locals	14	0.3	19	0.4	27	0.6	37	0.8	32	0.8	68	1.7
Education	7	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total	4,501	100.0	4,359	100.0	4,464	100.0	4,458	100.0	4,234	100.0	4,090	100.0

Note: No education grants awarded in FY 1987-1991. No challenge grants were awarded in 1987. Percents may not add to 100 due to rounding.

Source: National Endowment for the Arts, Grants Management System. Data provided by Andrea Fowler, Information Management Division, Washington, D.C., December 1991.

Table 1-17a.
Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1985-1990 (total applicant pool)

	1985-86 (N=173)			1986-87 (N=158)			1987-88 (N=152)			1988-89 (N=191)			1989-90 (N=202)		
Type of data	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount
Budget (dollars)															
Revenues															
Ticket sales	46,303,870	48	267,652	67,327,522	53	426,123	60,241,081	52	396,322	63,039,393	43	330,049	70,134,739	43	347,201
Other earned income	9,851,481	10	56,945	10,112,874	8	64,005	9,368,749	8	61,636	14,110,806	9	73,878	19,183,105	12	94,965
Federal government	4,285,068	4	24,769	4,467,862	4	28,277	3,911,068	4	25,730	5,514,404	4	28,871	6,519,038	4	32,272
Other government	10,398,189	11	60,105	12,834,925	10	81,233	10,454,606	9	68,780	19,012,406	13	99,541	18,735,877	11	92,751
Individuals	6,309,271	6	36,470	7,872,644	6	49,826	9,327,270	8	61,363	11,148,237	7	58,367	11,372,215	7	56,298
Corporation and foundation	11,524,145	12	66,614	13,665,272	11	86,489	11,705,958	10	77,012	21,815,720	15	114,218	25,992,905	16	128,677
Host institution	8,593,788	9	49,675	9,536,921	8	60,360	9,894,172	9	65,093	13,214,195	9	69,184	12,439,971	8	61,584
Total revenues	97,265,812	100	562,230	125,818,020	100	796,313	114,902,904	100	755,936	147,855,161	100	774,110	165,377,850	100	813,751
Subscription income (a)	11,734,000	12	68,000	14,929,000	12	94,000	12,296,000	11	80,000	15,302,000	10	80,000	(b)	(b)	(b)
Average ticket price			7.89			8.83			9.50			9.88	(b)	(b)	(b)
Expenses															
Artist fees	38,084,876	39	220,144	52,418,000	42	331,759	47,876,014	42	314,973	53,419,305	36	279,682	57,115,041	35	282,747
Wages and contracts	22,070,722	22	127,576	26,589,423	21	168,287	23,362,720	20	153,702	37,824,628	25	198,034	48,089,781	29	238,068
Advertising, promotion, publicity	12,618,714	13	72,941	16,014,411	13	101,357	15,053,422	13	99,035	20,563,406	14	107,661	19,466,487	12	96,368
Back/front costs	13,201,405	13	76,309	16,398,863	13	103,790	14,042,953	12	92,387	20,556,139	14	107,623	20,883,568	13	103,384
Other administrative	13,275,831	13	76,739	14,662,456	11	92,800	14,751,704	13	97,050	16,103,286	11	84,310	19,778,728	12	97,914
Total expenses	99,251,548	100	573,709	126,083,153	100	797,993	115,086,813	100	757,147	148,466,764	100	777,310	165,333,605	100	818,483
Surplus (deficit)	(1,985,736)		(11,479)	(265,133)		(1,680)	(183,909)		(1,211)	(611,603)		(3,200)	(b)	(b)	(b)
Total activities presented	16,341		89	15,254		102	12,349		81	18,261		95	(b)	(b)	(b)
Attendance (number of audience)															
Total paid	4,275,874	75	24,716	5,280,487	75	33,420	4,433,069	87	29,164	4,748,904	75	24,863	(b)	(b)	(b)
Total unpaid	1,411,845	25	8,161	1,758,476	25	11,129	654,210	13	4,304	1,579,952	25	8,272	(b)	(b)	(b)
Total attendance	5,687,719	100	32,877	7,038,963	100	44,549	5,087,279	100	33,468	6,328,856	100	33,135	(b)	(b)	(b)
Season total capacity	7,672,248		44,348	9,075,494		57,439	7,078,373		46,568	8,340,037		43,665	(b)	(b)	(b)
Percent capacity		74			78			72			76			(b)	
Percent of house sold		56			58			63			57			(b)	

Note: This table provides data on the total number of applicants in each fiscal year over a period of 5 years. The size of the applicant pool varies from year to year, as does the number of applications used for this study. Of the 222 FY90 applicants, only 191 appear in the study; those not included did not provide sufficient information for analysis. It is important to note that 47 applicants were applying for the first time to the Grants To Presenting Organizations category. Consequently, shifts noted from one year to the next may be indicative simply of changes in the applicant pool rather than of significant trends in the field.

(a) Subscriptions income is included in ticket sales and in total revenues. It is also shown as a separate breakout for information.

(b) Not available for 1989-90.

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts: Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY91," 1990.

Methodological note: Tables 1-17a is based on data received from applicants for NEA Inter-Arts funding. Organizations included are limited to the nonprofit presenting organizations that have applied to NEA for Inter-Arts funding and have provided a fully completed supplementary information sheet.

See Table 1-17c for 1988-1989 data

Table 1-17b.
Summary data from presenting organizations applying to the National Endowment for the Arts (NEA) Inter-Arts Program: 1989-1990 (total applicants grouped by category of applicant)

	Festivals (N=15)			Educational Inst. (N=33)			Art Centers (N=53)			Contemporary Presenters (N=52)			Presenters w/o Facilities (N=31)			Community Based Organizations (N=18)		
Budget category	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount	Total amount	Percent	Average amount
Budget (dollars)																		
Revenues																		
Ticket sales	6,633,380	40	442,225	17,917,805	54	542,953	30,852,112	43	582,115	3,739,852	20	71,920	10,289,498	50	331,919	702,902	19	39,005
Other earned income	2,827,942	17	188,529	2,937,498	9	89,015	9,309,484	13	175,650	2,261,556	12	43,491	1,303,804	6	42,058	542,821	15	30,156
Federal government	422,689	3	28,179	513,805	2	15,569	1,803,757	3	34,033	2,343,457	12	45,066	1,117,412	5	36,045	317,918	9	17,662
Other government	1,107,813	7	73,854	906,223	3	27,461	10,523,801	15	198,562	3,145,176	17	60,484	2,025,358	10	65,334	1,027,506	28	57,083
Individuals	650,991	4	43,399	1,159,774	4	35,144	4,937,708	7	93,164	1,992,990	11	38,326	2,373,640	12	76,569	257,112	7	14,284
Corporation and foundation	4,270,493	26	284,699	1,625,290	5	49,251	11,591,047	16	218,699	4,781,227	25	91,946	3,108,703	15	100,280	616,145	17	34,230
Host institution	707,868	2	47,191	8,212,937	25	248,876	2,359,900	3	44,526	585,865	3	11,266	354,029	2	11,420	219,372	6	12,187
Total revenues	16,621,176	100	1,108,078	33,273,332	100	1,008,282	71,377,809	100	1,346,751	18,850,123	100	362,502	20,572,444	100	663,627	3,682,996	100	204,609
Expenses																		
Artist fees	6,310,707	39	420,713	14,193,388	41	430,102	22,512,995	32	424,773	4,658,927	25	89,594	8,255,549	39	266,308	1,183,475	33	65,748
Wages and contracts	3,765,585	23	251,039	8,745,879	26	265,026	23,523,013	33	443,830	6,067,229	32	116,677	4,817,626	23	155,407	1,170,449	33	65,024
Advertising, promotion, publicity	1,847,138	11	123,142	4,398,408	13	133,285	7,386,846	10	139,374	2,451,245	13	47,139	3,071,804	15	99,090	311,045	9	17,280
Back/front costs	3,169,685	19	221,312	3,935,313	12	119,251	8,599,811	12	162,260	2,334,987	13	44,903	2,520,270	12	81,299	323,502	9	17,972
Other administrative	1,315,506	8	87,700	3,062,865	9	92,814	9,024,684	13	170,277	3,250,072	17	62,501	2,542,774	12	82,024	582,827	16	32,379
Total expenses	16,408,621	100	1,093,908	34,335,853	100	1,040,480	71,047,349	100	1,340,516	18,762,462	100	360,816	21,208,023	100	684,129	3,571,298	100	198,405
Surplus (deficit)	212,555		14,170	(1,061,521)		(32,198)	330,460		6,235	87,661		1,686	(635,579)		(20,502)	111,668		6,204

Note: This table compares the 1989/90 seasons for 191 of the FY90 presenting organization applicants, divided into 6 categories. In order to facilitate panel review and to provide a format that reflects consistencies among like presenters, the applicants were divided into the following categories: Festivals, Educational Institutions, Art Centers, Contemporary Arts Presenters, Presenters without Facilities, and Community Based Organizations.

Source: National Endowment for the Arts Inter-Arts Program, "Highlights of Data Summary and Comparison Charts: Applicants Applying to NEA - Inter-Arts Program Grants to Presenting Organizations FY91," 1990.

Methodological note: See table 1-17a for general methodological note.

Table 1-18.
National Endowment for the Arts employment history: 1966-1991

Fiscal year	FTP/other		FTP/other shared staff with the Humanities Endowment (a)
1966	28		19
1967	28		19
1968	28		23
1969	28		24
1970	27		28
1971	44		41
1972	57		52
1973	75		74
1974	99		94
1975	130/70		127/45
1976	130/84		127/NA
1977	150/76		160/NA
1978	222/85		(a)
1979	218/83		(a)
1980	215/85		(a)
1981	231/87		(a)
1982	285/(282.7)	(b)	(a)
1983	275/(272.7)		(a)
1984	265/(261.0)		(a)
1985	263/(260.9)		(a)
1986	261/(251)		(a)
1987	258/(257.4)		(a)
1988	258/(256.7)		(a)
1989	262/(260.6)		(a)
1990	269/(263.5)		(a)
1991	272/(271.3)		(a)

NA - Not available.

Note: FTP indicates full-time person.

(a) Between 1966 and 1978 certain staff were shared with the Humanities Endowment. Beginning FY 1978 the two endowments no longer shared staff. For comparative purposes, it is assumed that 50 percent of the staff allocated to shared staff was in support of the Arts Endowment.

(b) It should be noted that prior to FY 1982, agency ceilings reflected the "end-of-year" approach to personnel ceiling allocations. Beginning with FY 1982, the Federal government adopted the "full-time-equivalent" approach to personnel ceiling allocations. The number in parantheses is actual FTE usage.

Source: For years 1966 through 1976, Personnel Office, National Endowment for the Arts; years 1976-80, U.S. Congress, Hearings, Department of Interior and Related Agencies, before a subcommittee of the Committee on Appropriations, House of Representatives, 96th Congress, 1st Session, p. 469. For years 1980-1989, Personnel Office, National Endowment for the Arts.
(1966-1980) As included in Kevin Mulcahy and Richard Swaim, "The National Endowment for the Arts: 1965-1980", Public Policy and the Arts, table 8.1, p. 171; (1980-1991) Updated by National Endowment for the Arts, Budget Office for this report, Washington, D.C., February 1991.

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Updates Table 1-19

Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1992 (continued on next page)

State	FY66	FY67	FY68	FY69	FY70	FY71	FY72	FY73	FY74	FY75
Alabama	NA	NA	50,000	50,000	100,000	100,000	125,000	125,000	125,000	125,000
Alaska	NA	18,835	47,500	47,500	47,600	100,000	102,200	143,000	149,600	215,600
American Samoa	NA	NA	NA	NA	NA	NA	15,000	30,000	60,000	60,000
Arizona	NA	NA	NA	NA	23,561	24,593	27,805	51,469	68,700	82,500
Arkansas	NA	20,694	35,714	35,963	NA	NA	NA	165,648	166,727	167,465
California	152,000	161,920	145,698	168,000	170,997	168,000	168,000	209,818	1,033,763	1,000,000
Colorado	NA	15,000	25,000	25,750	26,489	27,157	71,560	41,873	116,757	1,251,316
Connecticut	21,500	21,500	58,268	76,732	114,800	127,634	115,935	130,125	351,000	394,000
Delaware	NA	NA	NA	NA	45,454	50,000	35,000	37,721	41,000	43,128
District of Columbia	NA	70,100	70,100	20,000	25,661	20,800	30,000	5,000	52,000	30,000
Florida	10,000	9,112	18,233	NA	5,000	76,402	53,822	60,422	285,000	398,994
Georgia	27,500	30,400	60,000	48,516	88,060	102,960	99,279	70,000	90,000	101,640
Guam	NA	NA	NA	NA	NA	NA	6,000	10,218	36,800	37,000
Hawaii	2,500	90,000	123,500	118,945	163,579	174,558	153,765	131,876	106,307	599,083
Idaho	NA	NA	NA	10,000	10,000	10,000	8,464	10,000	10,000	23,121
Illinois	25,000	25,000	100,000	100,000	250,000	600,000	600,000	600,000	795,300	925,000
Indiana	12,500	12,500	NA	NA	25,000	25,000	44,005	48,890	157,527	160,964
Iowa	NA	NA	25,000	25,000	30,730	32,644	38,188	38,465	50,400	70,767
Kansas	3,000	7,600	65,000	67,949	66,023	61,445	35,000	39,000	65,000	79,124
Kentucky	7,500	100,000	100,000	118,515	134,980	147,860	149,660	151,170	153,930	225,800
Louisiana	NA	25,000	25,000	34,980	27,860	42,883	28,190	36,000	44,000	59,792
Maine	1,000	10,000	60,000	60,000	79,500	90,526	92,057	91,618	161,000	163,000
Maryland	NA	50,053	50,000	260,000	277,704	347,763	399,727	399,727	417,411	449,788
Massachusetts	NA	25,000	55,000	100,000	100,000	160,000	200,000	280,000	600,000	1,600,000
Michigan	5,000	100,000	100,000	109,000	140,000	219,952	237,710	251,349	484,800	2,109,000
Minnesota	5,000	5,000	85,000	85,000	112,500	115,150	160,000	200,000	300,000	300,000
Mississippi	NA	NA	NA	NA	NA	75,000	75,000	75,000	98,000	112,628
Missouri	170,000	199,975	221,917	258,000	192,915	201,082	215,936	607,693	654,920	1,249,209
Montana	NA	NA	12,500	12,500	25,000	25,000	25,000	25,000	27,550	27,950
Nebraska	NA	20,500	12,500	12,500	12,492	13,673	24,626	25,620	35,464	129,390
Nevada	NA	NA	NA	NA	NA	NA	NA	NA	15,000	15,000
New Hampshire	NA	NA	7,500	7,500	10,000	10,000	15,000	15,000	45,679	45,079
New Jersey	7,500	75,000	75,000	77,353	77,795	203,228	268,059	521,577	430,107	792,998
New Mexico	15,000	36,500	15,000	20,000	20,000	21,000	20,800	20,800	35,200	65,000
New York	765,895	1,504,477	1,897,585	2,491,861	2,256,474	20,133,193	14,423,000	16,325,000	16,445,000	35,653,000
North Carolina	NA	NA	70,106	71,299	90,007	120,027	166,431	196,929	221,029	221,805
North Dakota	NA	NA	NA	NA	NA	5,100	5,100	5,100	5,100	5,100
Northern Marianas	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Ohio	NA	12,053	39,356	39,598	223,407	198,184	172,342	323,549	846,623	976,161
Oklahoma	10,000	11,500	35,000	35,000	65,739	86,399	86,399	88,011	95,100	95,322
Oregon	NA	NA	NA	23,859	24,924	24,924	27,849	26,994	51,167	53,350
Pennsylvania	NA	40,000	137,473	198,205	204,000	205,000	235,000	239,000	758,000	1,490,000
Puerto Rico	915,300	1,048,700	1,263,900	1,352,200	1,491,263	1,681,900	4,013,628	5,889,539	5,369,316	3,604,567
Rhode Island	NA	20,000	62,000	99,000	105,799	111,839	116,253	119,000	124,274	267,199
South Carolina	NA	NA	65,000	99,354	131,788	135,911	195,558	196,698	360,896	595,696
South Dakota	NA	NA	NA	18,000	18,720	19,864	29,426	29,751	61,902	85,391
Tennessee	NA	1,500	50,000	50,000	68,700	72,300	161,730	226,700	360,896	411,500
Texas	NA	NA	80,693	82,000	105,724	106,072	149,460	152,776	157,745	159,565
Utah	20,000	29,000	51,795	52,823	83,000	83,000	75,900	100,000	119,200	268,400
Vermont	500	500	26,500	27,300	28,800	35,459	40,061	41,700	52,000	50,000
Virgin Islands	NA	10,000	50,000	140,000	100,000	150,000	160,000	160,000	160,000	160,000
Virginia	478,445	1,002,060	1,166,333	10,000	10,000	140,000	140,000	174,130	207,705	265,000
Washington	7,500	7,500	35,920	37,735	80,998	91,473	59,814	63,337	108,915	246,130
West Virginia	2,000	33,900	59,000	80,100	117,205	124,960	179,652	184,746	304,420	360,000
Wisconsin	NA	NA	NA	NA	NA	NA	NA	45,200	49,100	59,900
Wyoming	NA	NA	NA	NA	NA	NA	9,624	9,624	12,755	14,567
Total	$2,664,640	$4,850,879	$6,734,091	$6,858,037	$7,670,248	$26,899,915	$24,088,015	$29,246,863	$33,135,085	$58,151,989

NA - Prior to establishment of State Arts Agency.

Note: The National Assembly of State Arts Agencies (NASAA) conducts an annual survey of the monies that each state legislature appropriates to the State Arts Agency and ranks the Arts Agencies on per capita spending in their state based on legislative appropriations. This survey is reported in October of each year and updated in April of the following year. The listing of each State Arts Agency's legislative appropriation represents an initial funding report in October. Full legislative appropriations data including per capita ranking and percentage of state expenditures allocated to the State Arts Agencies are available each year from the National Assembly of State Arts Agencies.

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Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1992 (continued from previous page)

State	FY76	FY77	FY78	FY79	FY80	FY81	FY82	FY83	FY84
Alabama	250,000	145,000	300,000	397,500	525,000	472,500	523,750	570,000	750,000
Alaska	446,250	484,200	808,332	834,700	1,674,708	1,930,700	4,722,100	4,975,800	4,542,487
American Samoa	33,000	33,000	43,000	60,846	42,500	75,000	80,000	47,500	47,500
Arizona	86,700	98,400	171,300	219,600	233,200	263,600	433,300	419,100	426,000
Arkansas	281,997	283,722	553,063	446,930	846,113	855,817	753,348	742,946	739,285
California	875,000	1,400,000	3,396,430	1,390,778	7,891,108	10,633,550	12,800,000	10,465,000	8,577,000
Colorado	2,001,024	270,304	284,458	583,988	608,798	730,428	771,553	844,027	848,004
Connecticut	367,632	334,500	700,733	1,317,100	1,304,766	1,143,490	878,394	881,663	978,669
Delaware	58,850	65,699	96,400	124,600	122,700	174,700	395,700	428,140	431,300
District of Columbia	55,200	55,200	58,100	163,100	356,400	551,100	784,100	882,400	916,400
Florida	408,959	420,486	551,239	1,626,763	2,377,710	2,115,279	3,831,516	3,997,724	5,264,106
Georgia	159,586	171,983	536,291	838,393	1,101,900	1,309,669	1,632,322	1,641,521	1,557,622
Guam	13,214	17,000	30,000	89,662	74,400	76,650	83,762	115,445	268,124
Hawaii	998,553	647,988	685,435	719,768	1,545,097	1,967,526	1,533,251	1,585,509	1,424,132
Idaho	43,200	46,300	50,700	70,800	85,700	116,600	101,300	103,300	102,000
Illinois	1,278,400	1,376,200	1,443,800	2,202,300	2,246,300	3,167,619	2,845,401	2,751,900	5,492,440
Indiana	617,221	616,387	899,828	915,182	1,276,976	1,276,216	1,294,169	1,403,286	1,450,128
Iowa	200,735	211,256	226,932	242,984	312,769	285,129	304,752	372,776	466,331
Kansas	88,962	104,918	129,230	244,900	261,962	342,749	380,618	410,660	422,978
Kentucky	290,400	573,200	574,200	759,400	856,600	1,004,500	1,228,200	1,295,564	1,489,000
Louisiana	68,614	62,736	130,237	587,558	856,600	2,002,891	2,020,873	1,978,007	1,612,633
Maine	156,241	157,499	162,750	163,550	180,346	207,039	207,039	217,039	257,286
Maryland	463,363	460,836	473,126	858,380	1,345,435	1,563,738	1,323,888	1,810,603	1,807,983
Massachusetts	1,000,000	1,400,476	1,700,000	2,700,000	2,300,000	4,000,000	4,000,000	5,500,000	8,523,671
Michigan	2,330,600	1,891,600	3,733,600	5,024,100	6,075,500	5,036,700	5,155,500	5,217,200	7,359,900
Minnesota	500,000	500,000	1,994,784	2,443,200	2,844,600	2,761,028	2,051,800	1,542,472	2,033,573
Mississippi	160,564	160,564	188,887	255,660	306,885	379,652	439,852	435,324	436,367
Missouri	1,499,600	1,816,514	2,403,989	2,530,768	2,530,768	2,488,653	2,345,847	2,494,442	2,401,307
Montana	75,049	64,298	67,054	65,335	93,388	96,628	129,305	139,456	370,236
Nebraska	177,583	219,123	275,530	312,462	399,493	433,905	458,918	465,994	509,110
Nevada	62,695	63,555	91,428	91,428	86,730	87,702	100,979	94,282	115,647
New Hampshire	59,356	63,386	91,908	96,393	152,582	162,065	50,155	96,347	126,424
New Jersey	671,464	774,374	1,076,816	1,494,253	3,333,138	2,983,138	3,039,316	3,589,842	3,671,322
New Mexico	83,500	110,000	128,300	135,600	203,200	215,400	409,000	521,100	510,700
New York	35,702,900	29,093,000	28,989,300	32,181,000	33,285,400	33,178,500	35,425,000	35,340,000	35,311,300
North Carolina	248,761	1,870,337	2,994,714	876,187	1,379,341	1,881,813	2,422,436	2,113,672	2,379,525
North Dakota	67,701	39,296	56,350	56,350	100,594	99,550	144,429	136,466	174,972
Northern Marianas	NA	NA	NA	NA	NA	10,000	10,000	10,000	10,000
Ohio	1,302,030	1,044,843	2,475,800	2,531,200	4,708,783	4,707,218	5,544,019	5,024,452	5,602,549
Oklahoma	120,322	149,579	215,971	230,971	552,158	874,948	1,193,016	1,773,517	1,573,894
Oregon	138,695	150,537	229,000	251,660	335,498	349,429	368,606	342,460	458,118
Pennsylvania	1,490,000	1,889,000	1,900,000	2,585,000	2,594,000	3,066,000	4,005,540	4,758,000	4,759,000
Puerto Rico	3,275,200	2,900,000	3,914,378	3,712,336	4,980,000	5,976,200	5,020,620	5,186,240	5,859,200
Rhode Island	257,929	223,192	312,616	335,505	358,559	403,041	393,747	395,262	339,616
South Carolina	641,722	636,430	721,485	858,283	941,046	1,023,145	1,069,502	1,337,610	1,516,644
South Dakota	100,000	108,000	107,036	148,578	154,853	156,764	167,442	199,271	212,779
Tennessee	380,400	362,300	486,100	971,900	516,700	514,100	483,200	481,600	527,700
Texas	410,250	323,000	355,557	363,766	1,215,198	1,224,808	1,480,531	1,803,313	3,951,718
Utah	324,800	592,700	870,600	945,800	1,088,448	1,147,726	1,235,900	1,277,853	1,233,043
Vermont	50,000	56,819	80,000	100,500	108,100	136,660	162,000	184,500	217,028
Virgin Islands	100,000	100,000	96,000	98,000	102,920	102,920	137,103	150,856	156,761
Virginia	272,055	280,740	283,665	1,051,960	1,230,000	1,230,000	1,300,500	1,400,710	1,481,302
Washington	263,923	254,281	325,000	377,000	578,791	801,862	535,740	738,752	1,459,316
West Virginia	298,157	361,121	500,000	1,320,300	1,562,746	1,636,327	2,008,540	1,807,690	1,709,792
Wisconsin	102,200	106,600	247,900	281,200	719,050	716,300	799,099	809,000	808,300
Wyoming	27,560	56,295	56,295	62,000	63,143	87,697	87,698	142,902	124,327
Total	$61,438,117	$55,698,774	$69,275,647	$79,347,477	$101,028,700	$110,236,369	$121,104,676	$123,450,495	$135,796,549

NA - Prior to establishment of State Arts Agency.

Note: The National Assembly of State Arts Agencies (NASAA) conducts an annual survey of the monies that each state legislature appropriates to the State Arts Agency and ranks the Arts Agencies on per capita spending in their state based on legislative appropriations. This survey is reported in October of each year and updated in April of the following year. The listing of each State Arts Agency's legislative appropriation represents an initial funding report in October. Full legislative appropriations data including per capita ranking and percentage of state expenditures allocated to the State Arts Agencies are available each year from the National Assembly of State Arts Agencies.

Table 1-19.
State legislative appropriations to State Arts Agencies: 1966-1992 (continued from previous page)

State	FY85	FY86	FY87	FY88	FY89	FY90	FY91	FY92 (a)
Alabama	1,000,000	1,045,000	969,020	1,319,020	1,476,485	1,949,133	1,578,774	2,078,774
Alaska	5,294,600	4,000,800	2,189,800	1,275,000	1,695,480	1,217,200	1,431,800	1,194,500
American Samoa	47,500	44,500	47,000	30,000	45,000	0	47,500	43,225
Arizona (b)	616,600	1,010,200	1,140,400	1,323,100	1,545,000	2,570,400	2,067,800	2,359,500
Arkansas	795,998	836,226	1,007,835	1,016,027	1,021,027	1,016,270	972,702	1,022,963
California	10,422,000	11,793,000	12,589,000	13,677,000	14,604,000	16,795,000	16,958,000	15,997,000
Colorado	928,655	971,459	1,628,647	1,040,647	1,307,561	1,308,403	1,536,172	1,632,111
Connecticut	1,121,974	1,479,000	1,666,166	2,000,000	2,116,547	2,148,012	2,197,217	2,897,287
Delaware	450,300	496,000	603,900	686,300	785,900	1,206,600	1,313,200	1,331,900
District of Columbia	1,278,000	1,765,000	2,368,000	3,544,000	3,544,000	2,537,000	3,200,000	3,500,000
Florida	9,045,182	9,761,077	12,710,386	17,339,509	20,838,063	23,635,298	23,386,463	16,527,388
Georgia	1,719,528	2,200,588	2,687,779	3,023,671	3,248,016	3,413,126	3,337,794	3,059,070
Guam	215,353	305,468	323,468	338,897	348,748	457,804	619,655	664,370
Hawaii	1,591,820	2,170,485	2,282,092	3,902,112	6,747,192	8,776,855	12,064,718	10,699,168
Idaho	124,956	131,400	134,000	197,600	339,200	434,300	665,400	744,600
Illinois	5,648,300	6,559,400	8,758,300	7,580,975	7,508,679	10,704,500	10,347,600	8,829,000
Indiana	1,450,128	1,830,576	1,867,303	1,969,472	1,970,305	2,317,119	2,811,820	2,749,705
Iowa (c)	492,237	522,593	731,590	729,020	824,659	1,442,033	1,249,273	1,170,027
Kansas	487,534	596,288	561,104	583,057	1,073,023	1,237,682	1,071,659	1,060,728
Kentucky	1,536,000	1,564,400	1,983,300	2,031,700	2,368,000	2,387,400	3,202,200	3,378,100
Louisiana	1,133,361	1,205,431	960,212	930,581	727,500	909,245	936,328	929,322
Maine	324,758	420,292	482,867	514,753	622,114	701,741	755,125	660,040
Maryland	1,795,627	1,909,382	4,776,096	5,157,002	5,971,010	6,331,651	7,442,216	6,410,097
Massachusetts	13,602,727	16,379,066	18,265,924	21,148,270	19,538,727	17,685,000	12,624,000	3,587,543
Michigan	8,817,400	10,291,500	11,426,104	12,611,306	12,426,006	12,232,700	9,151,800	4,200,000
Minnesota	2,265,160	2,502,961	2,767,647	3,030,438	3,176,596	4,207,918	4,212,607	4,018,000
Mississippi	436,438	465,837	411,986	421,062	496,230	497,097	514,437	514,527
Missouri (d)	3,067,071	6,904,051	4,193,966	4,660,007	4,913,477	5,007,519	4,480,026	4,012,684
Montana	702,636	649,068	844,384	730,423	726,062	781,015	779,629	959,433
Nebraska	634,717	582,749	583,280	608,323	893,177	1,025,413	1,047,932	1,184,703
Nevada	123,549	174,270	178,642	270,425	268,817	352,786	359,308	518,745
New Hampshire	129,456	323,000	337,164	450,848	465,376	497,390	518,539	512,411
New Jersey	6,216,900	10,391,000	13,453,000	20,101,000	22,760,000	19,722,000	11,703,000	10,271,000
New Mexico	700,100	713,500	698,800	706,300	710,200	905,500	1,119,000	1,307,400
New York	39,087,600	44,218,900	48,590,702	53,563,775	55,961,645	59,484,000	50,980,900	32,087,500
North Carolina (e)	2,921,109	3,936,067	3,972,491	4,505,493	5,005,493	4,978,017	5,427,589	4,683,566
North Dakota	174,971	238,268	238,268	222,416	213,515	262,711	274,185	289,533
Northern Marianas (f)	25,000	25,000	40,000	60,000	81,400	114,642	114,100	112,200
Ohio	5,784,562	7,493,265	9,088,539	9,591,028	10,023,924	12,074,997	12,129,849	10,899,647
Oklahoma	1,596,499	1,821,462	1,535,253	1,678,607	2,669,705	3,376,735	3,195,455	3,457,572
Oregon	456,082	487,048	517,916	1,292,538	1,431,409	1,358,931	1,536,459	1,399,189
Pennsylvania	5,585,000	6,724,000	7,780,000	9,780,000	12,753,000	12,814,000	11,704,000	9,773,000
Puerto Rico	5,853,200	7,780,600	10,534,600	8,110,708	9,834,324	13,549,054	13,334,908	10,697,714
Rhode Island	419,301	444,357	599,854	1,070,165	1,440,402	1,382,552	1,009,732	942,536
South Carolina	1,857,856	2,555,563	2,771,838	2,800,713	3,118,702	3,533,668	3,633,006	3,633,006
South Dakota	251,028	283,912	286,873	330,265	338,411	347,646	404,527	407,527
Tennessee	718,900	3,615,800	1,382,500	1,522,600	3,506,400	3,782,500	4,299,300	1,455,200
Texas	4,239,910	4,846,084	2,983,955	3,382,956	3,309,657	3,436,687	3,386,072	3,260,516
Utah	1,399,900	1,568,200	1,626,000	1,517,900	1,602,700	2,868,800	4,283,600	2,016,900
Vermont	225,710	242,902	264,900	350,200	456,916	509,371	479,153	415,749
Virgin Islands	144,084	103,936	103,574	103,919	84,582	231,076	275,800	170,000
Virginia	1,747,865	1,947,865	2,979,540	3,016,781	3,770,625	5,391,876	4,016,007	1,500,000
Washington	1,746,900	1,879,419	1,705,539	1,704,024	1,756,011	2,231,672	2,396,322	2,372,240
West Virginia (g)	1,848,734	2,117,238	2,130,353	1,810,904	1,782,910	1,675,094	2,384,090	1,809,210
Wisconsin	968,000	1,151,500	1,148,600	1,276,000	1,881,400	2,253,700	2,421,800	2.956,300
Wyoming	144,606	144,605	171,658	203,457	206,149	235,163	350,705	340,699
Total	$161,413,382	$195,621,558	$216,082,115	$244,842,294	$268,331,457	$292,304,002	$273,741,343	$214,706,025

NA - Prior to establishment of State Arts Agency.

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(a) FY92 data are preliminary figures.

(b) FY91 appropriation includes $1,000,000 generated by the Arizona Arts Trust Fund. FY 92 appropriation includes $1,000,000 to be generated by the Arizona Trust Fund.

(c) FY90 appropriation includes $220,000 in lottery funds.

(d) FY91 appropriation of $4,115,157 was reduced by Governor's sequester of $635,131. Governor has sequestered $752,021 of original FY92 appropriation of $4,764,705.

(e) FY91 appropriation included a one-time appropriation of $522,000.

(f) FY90 and FY91 appropriations are exclusive of administrative expenses.

Source: Unpublished data compiled by the National Assembly of State Arts Agencies, Washington, D.C., (1977-1986). Data provided by Ronja McMillan October 1987; (1987-1992) Data provided by Jeffrey Love, December 1991.

Table 1-20.
Per capita appropriations and percent change in state legislative appropriations to State Arts Agencies: fiscal years 1991 and 1992 (continued on next page)

State	Rank FY92	Per capita (in cents)		Appropriations (in dollars)			Line items (in dollars)
		FY91	FY92	FY91	FY92 (a)	Percent change	
Alabama	39	39.069	51.442	1,578,774	2,078,774	31.67	500,000
Alaska	6	260.327	217.182	1,431,800	1,194,500	-16.57	
American Samoa	20	101.641	92.494	47,500	43,225	-9.00	
Arizona (b)	33	56.420	64.379	2,067,800	2,359,500	14.11	
Arkansas	48	41.374	43.512	972,702	1,022,963	5.17	
California	37	56.983	53.753	16,958,000	15,997,000	-5.67	
Colorado	41	46.635	49.548	1,536,172	1,632,111	6.25	
Connecticut	23	66.846	88.144	2,197,217	2,897,287	31.86	
Delaware	7	197.177	199.985	1,313,200	1,331,900	1.42	66,000
District of Columbia	2	527.183	576.606	3,200,000	3,500,000	9.38	
Florida	12	180.758	127.743	23,386,463	16,527,388	-29.33	2,420,767
Georgia	44	51.525	47.222	3,337,794	3,059,070	-8.35	42,800
Guam	3	465.374	498.956	619,655	664,370	7.22	219,074
Hawaii	1	1,088.873	965.629	12,064,718	10,699,168	-11.32	3,982,824
Idaho	30	66.077	73.942	665,400	744,600	11.90	
Illinois	27	90.522	77.245	10,347,600	8,829,900	-14.67	
Indiana	40	50.718	49.598	2,811,820	2,749,705	-2.21	
Iowa	51	44.986	42.133	1,249,273	1,170,027	-6.34	
Kansas	50	43.247	42.806	1,071,659	1,060,728	-1.02	
Kentucky	22	86.898	91.672	3,202,200	3,378,100	5.49	180,000
Louisiana	54	22.188	22.022	936,328	929,322	-0.75	10,000
Maine	38	61.492	53.749	755,125	660,040	-12.59	
Maryland	10	155.662	134.074	7,442,216	6,410,097	-13.87	1,000,000
Massachusetts	35	209.840	59.633	12,624,000	3,587,543	-71.58	
Michigan	47	98.459	45.186	9,151,800	4,200,000	-54.11	
Minnesota	21	96.288	91.840	4,212,607	4,018,000	-4.62	1,290,000
Mississippi	55	19.994	19.997	514,437	514,527	0.02	
Missouri (c)	26	87.552	78.419	4,480,026	4,012,684	-10.43	
Montana	13	97.576	120.079	779,629	959,433	23.06	18,750
Nebraska	28	66.409	75.076	1,047,932	1,184,703	13.05	
Nevada	49	29.893	43.157	359,308	518,745	44.37	10,000
New Hampshire	45	46.757	46.205	518,539	512,411	-1.18	
New Jersey	11	151.397	132.872	11,703,000	10,271,000	-12.24	
New Mexico	24	73.861	86.297	1,119,00	1,307,400	16.84	
New York	8	283.385	178.363	50,980,900	32,087,500	-37.06	
North Carolina (d)	32	81.876	70.653	5,427,589	4,683,566	-13.71	
North Dakota	46	42.908	45.310	274,185	289,533	5.60	
Northern Marianas (e)	5	263.237	258.853	114,100	112,200	-1.67	

(a) FY92 data are preliminary figures.

(b) FY91 appropriation includes $1,000,000 generated by the Arizona Arts Trust Fund. FY92 appropriation includes $1,000,000 to be generated by the Arizona Arts Trust Fund.

(c) FY91 appropriation of $5,115,157 was reduced by Governor's sequester of $635.131. Governor has sequestered $752,021 of original FY92 appropriation of $4,764,705.

(d) FY91 appropriation includes a one-time appropriation of $522,000.

(e) FY92 budget has not been passed. The Council is on continuing resolution, and is working on an estimate of $112,200.

Table 1-20.
Per capita appropriations and percent change in state legislative appropriations to State Arts Agencies: fiscal years 1991 and 1992 (continued from previous page)

State	Rank FY92	Per capita (in cents)		Appropriations (in dollars)			Line items (in dollars)
		FY91	FY92	FY91	FY92 (a)	Percent change	
Ohio	18	111.827	100.485	12,129,849	10,899,647	-10.14	
Oklahoma	15	101.572	109.904	3,195,455	3,457,572	8.20	
Oregon	42	54.066	49.233	1,536,549	1,399,189	-8.94	
Pennsylvania	25	98.502	82.250	11,704,000	9,773,000	-16.50	
Puerto Rico	4	378.614	303.737	13,334,908	10,697,714	-19.78	4,071,665
Rhode Island	19	100.671	93.972	1,009,732	942,536	-6.65	121,000
South Carolina	16	104.187	104.187	3,633,006	3,633,006	0.00	226,525
South Dakota	36	58.122	58.553	404,527	407,527	0.74	
Tennessee	52	88.155	29.838	4,299,300	1,455,200	-66.15	380,000
Texas	56	19.933	19.194	3,386,072	3,260,516	-3.71	
Utah	14	248.613	117.057	4,283,600	2,016,900	-52.92	
Vermont	31	85.107	73.845	479,153	415,749	-13.23	50,000
Virgin Islands	9	270.899	166.979	275,800	170,000	-38.36	10,000
Virginia	53	64.910	24.244	4,016,007	1,500,000	-62.65	
Washington	43	49.236	48.741	2,396,322	2,372,240	-1.00	
West Virginia	17	132.967	100.904	2,384,090	1,809,210	-24.11	793,529(f)
Wisconsin	34	49.505	60.431	2,421,800	2,956,300	22.07	550,000
Wyoming	29	77.248	75.044	350,705	340,699	-2.85	
Total		108.388	85.013	273,741,343	214,706,025	-21.57	15,942,997

(a) FY92 data are preliminary figures.

(f) Line-item appropriations for activities that have no clear arts or humanities content or purpose.

Source: National Assembly of State Arts Agencies (NASAA), Research and Information Services, State Arts Agencies Legislative Appropriations, Annual Survey, Fiscal Years 1991 and 1992, by Sarah M. Dipko, Research Associate, Jeffrey Love and Kimber Craine, Editors, Washington, D.C., November 1991, table I and table III.

Methodological Note: Survey data was gathered from the 56 state and jurisdictional/territorial arts agencies. Per Capita figures for fiscal years 1992 and 1991 are based on 1990 data from "Resident Population - States: 1990," U.S. Bureau of the Census, press release CB91-100. The State Arts Agency legislative appropriation is divided by this state population figure. Rank is based on the fiscal year 1992 per capita figure. Percentage Change figures have been rounded to the nearest hundredth percent. These figures represent the change in appropriation from fiscal year 1991 to fiscal year 1992. Decimals on the "Portion of Total State Expenditures Allocated to State Arts Agencies" have been rounded to the nearest ten millionth.

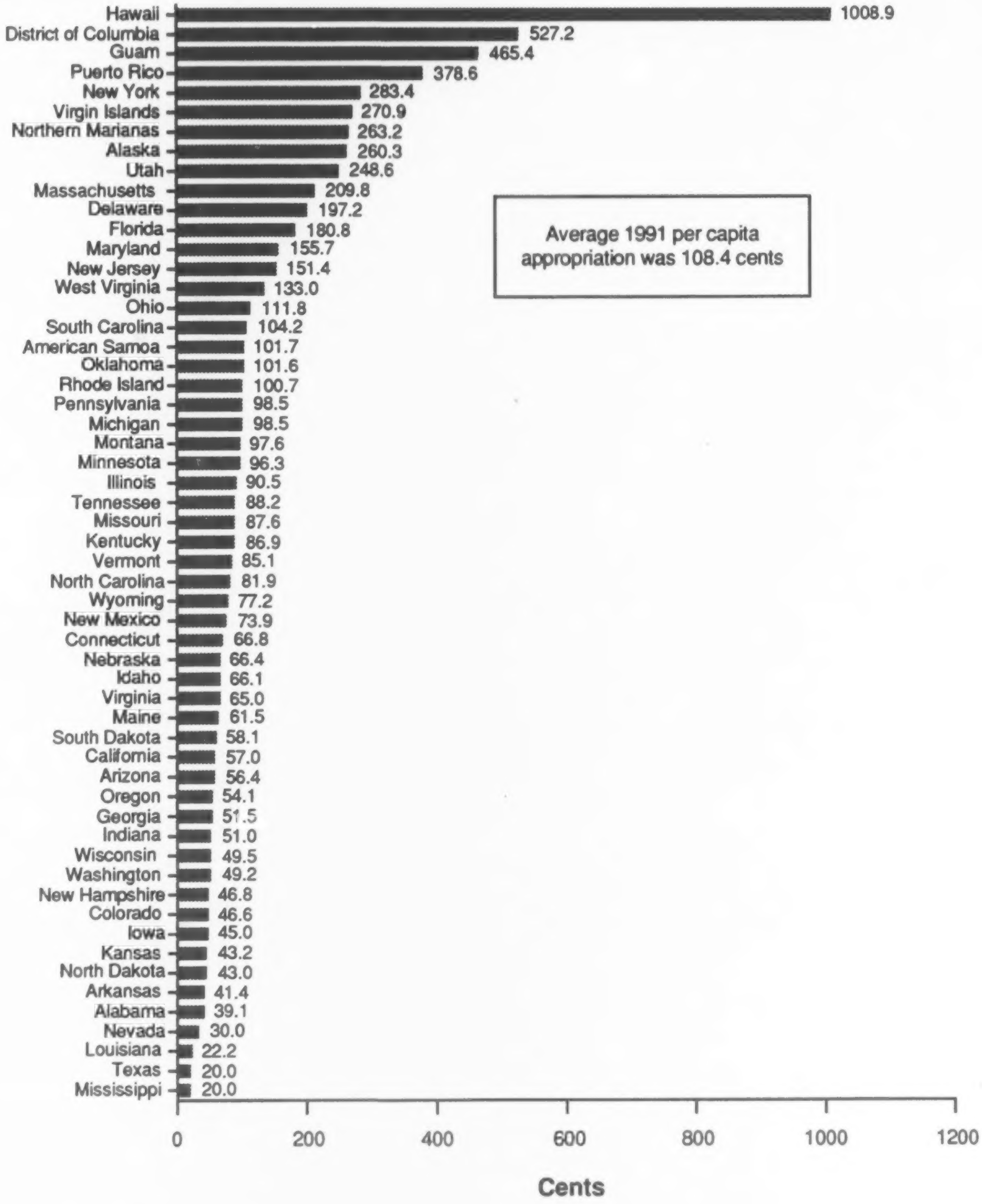
Figures for ranking of the "Portion of Total State Expenditures Allocated to State Arts Agencies" were compiled by using the fiscal year 1992 Appropriated Expenditures of State General Funds of the state governments as reported in the *Fiscal Survey of the States, October 1991*. Figures are from Table A-3 on page 31. The National Assembly of State Arts Agencies (NASAA) ranking does not include the District of Columbia or the territories of American Samoa, Guam, Northern Marianas, Puerto Rico, and the Virgin Islands, as expenditure data were not available for them.

The *Fiscal Survey of the States* is published by the National Governor's Association and the National Association of State Budget Officers, 1991, Washington, D.C.

Line-Items, as defined on the NASAA survey, are monies designated by the state legislature that are "pass-through monies to other entities." The allocation of these funds is not determined by the State Arts Agency, but by the state legislature. Line Items are included in the appropriation figure.

1989 Edition
See Chart 1-9 for 1990 data.

Chart 1-9.
State legislative per capita appropriations for State arts councils: 1991 Fiscal Year



Average 1991 per capita appropriation was 108.4 cents

Source: National Assembly of State Arts Agencies, December, 1991; See table 1-20 for full citation.

Table 1-21a.
State Arts Agencies grant data by type of discipline and subdiscipline and source of funds: FY 1988 (continued on next page)

	Total		Sources of funds for State Arts Agency grants			
			BSG share (b)	SAA share (b)	Other NEA share (b)	Other share (b)
Description	Number of grants (a)	Grant amount spent	Amount	Amount	Amount	Amount
		(dollars)	(dollars)	(dollars)	(dollars)	(dollars)
Dance						
Dance (no subdiscipline)	1,181	7,903,896	871,787	6,497,156	365,494	169,459
Ballet	287	4,369,699	184,370	4,144,797	27,432	13,000
Ethnic Jazz	240	709,361	23,716	643,820	40,825	1,000
Modern	472	3,202,314	94,863	3,000,741	105,960	750
Total Dance:	2,180	16,185,170	1,174,736	14,286,514	539,711	184,209
Music						
Music (no subdiscipline)	2,438	20,269,478	2,183,597	17,575,459	266,678	243,744
Band	50	109,696	2,425	100,021	7,250	0
Chamber	538	1,747,403	143,442	1,551,922	3,900	48,139
Choral	326	1,131,029	160,098	970,206	725	0
New	116	671,496	18,865	652,411	0	220
Ethnic	392	329,576	48,103	269,258	11,615	600
Jazz	254	828,947	56,878	761,321	10,748	0
Popular	101	52,493	10,464	40,979	1,050	0
Solo/Recital	185	228,153	59,710	153,521	13,672	1,250
Orchestral	706	13,417,539	738,582	12,675,990	2,967	0
Total Music:	5,106	38,785,810	3,422,164	34,751,088	318,605	293,953
Opera/Music Theatre						
Opera/Music Theatre (no subdiscipline)	318	4,933,176	362,187	4,467,415	20,251	83,323
Opera	220	3,497,523	239,190	3,240,981	17,352	0
Musical Theatre	85	292,592	27,068	249,239	16,285	0
Total Opera/Music Theatre:	623	8,723,291	628,445	7,957,635	53,888	83,323

(a) Grant amount awarded also includes some services provided by State Arts Agencies such as workshops in marketing the arts, in management and grantsmanship, and such agency activities as newsletters and arts resource directories.

(b) Sources of funds for State Arts Agency grants are in four categories as follows:

BSG Share: Basic State Operating Grants provided to State Arts Agencies from the National Endowment for the Arts;

Other NEA Share: Grants from the National Endowment for the Arts to State Arts Agencies other than the Basic State Operating Grant. For example, a grant from the Dance program for a specific dance project.

SAA Share: Funds from the state government legislative appropriations to the State Arts Agency and/or other state government sources;

Other Share: Any other funds for grants that are not any of the above three categories.

See Table 1-21 for FY 1987 data

Table 1-21a.
State Arts Agencies grant data by type of discipline and subdiscipline and source of funds: FY 1988 (continued from previous page)

	Total		Sources of funds for State Arts Agency grants			
			BSG share (b)	SAA share (b)	Other NEA share (b)	Other share (b)
Description	Number of grants (a)	Grant amount spent	Amount	Amount	Amount	Amount
		(dollars)	(dollars)	(dollars)	(dollars)	(dollars)
Theatre						
Theatre (no subdiscipline)	2,327	15,191,567	1,198,504	13,292,411	251,643	449,009
Theatre - General	1,022	8,208,536	455,078	7,695,605	57,153	690
Mime	153	149,873	23,731	110,983	14,589	570
Puppet	196	227,583	33,824	176,142	17,600	17
Theatre for Young Audiences	471	991,486	91,395	837,515	60,230	2,346
Total Theatre:	4,169	24,769,045	1,802,532	22,112,656	401,225	452,632
Visual Arts						
Visual Arts (no subdiscipline)	2,279	23,082,035	1,421,074	20,971,099	491,268	198,594
Experimental	49	326,602	12,295	301,810	12,497	0
Graphics	70	341,969	20,005	307,804	1,660	12,500
Painting	209	813,181	246,245	533,250	29,283	4,403
Sculpture	111	492,302	55,584	429,079	6,639	1,000
Total Visual Arts:	2,718	25,056,089	1,755,203	22,543,042	541,347	216,497
Design Arts						
Design Arts (no subdiscipline)	378	2,798,936	48,166	2,721,081	22,544	7,145
Architecture	37	218,480	5,930	207,236	5,314	0
Fashion	7	26,065	0	26,065	0	0
Graphic	17	48,153	4,805	34,448	8,900	0
Industrial	2	19,500	4,400	15,100	0	0
Interior	4	3,956	1,500	2,456	0	0
Landscape Architecture	7	33,941	707	32,160	1,074	0
Urban/Metropolitan	17	89,809	7,819	74,030	7,960	0
Total Design Arts:	469	3,238,840	73,327	3,112,576	45,792	7,145
Craft						
Crafts (no subdiscipline)	270	1,316,655	172,590	1,076,056	33,570	34,428
Clay	52	248,503	14,500	214,379	17,624	2,000
Fiber	54	122,221	18,560	93,364	8,047	2,250
Glass	14	19,297	3,080	15,217	0	1,000
Leather	1	1,000	0	1,000	0	0
Metal	12	39,200	2,500	34,700	0	2,000
Paper	12	10,391	0	9,391	0	1,000
Wood	15	34,643	12,064	19,579	0	3,000
Mixed Media	16	55,900	26,581	29,319	0	0
Total Craft:	446	1,847,799	249,875	1,493,005	59,241	45,678
Photography	244	984,810	86,784	841,182	26,626	30,218

(a) Grant amount awarded also includes some services provided by State Arts Agencies such as workshops in marketing the arts, in management and grantsmanship, and such agency activities as newsletters and arts resource directories.

(b) Sources of funds for State Arts Agency grants are in four categories as follows:

BSG Share: Basic State Operating Grants provided to State Arts Agencies from the National Endowment for the Arts;

Other NEA Share: Grants from the National Endowment for the Arts to State Arts Agencies other than the Basic State Operating Grant. For example, a grant from the Dance program for a specific dance project.

SAA Share: Funds from the state government legislative appropriations to the State Arts Agency and/or other state government sources;

Other Share: Any other funds for grants that are not any of the above three categories.

Table 1-21a.
State Arts Agencies grant data by type of discipline and subdiscipline and source of funds: FY 1988 (continued from previous page)

	Total		Sources of funds for State Arts Agency grants			
			BSG share (b)	SAA share (b)	Other NEA share (b)	Other share (b)
Description	Number of grants (a)	Grant amount spent	Amount	Amount	Amount	Amount
		(dollars)	(dollars)	(dollars)	(dollars)	(dollars)
Media Arts						
Media Arts (no subdiscipline)	866	3,363,454	232,089	3,013,709	69,643	48,013
Film....................................	329	2,659,491	22,929	2,626,742	9,820	0
Audio....................................	70	452,930	33,063	419,867	0	0
Video....................................	248	1,846,659	46,443	1,798,771	1,445	0
Total Media Arts:.........................	1,513	8,322,534	334,524	7,859,089	80,908	48,013
Literature						
Literature (no subdiscipline)	1,173	4,093,292	410,103	3,432,799	172,890	77,500
Fiction....................................	87	297,311	80,840	213,241	3,230	0
Non-fiction	17	71,840	0	71,840	0	0
Playwriting	39	166,854	27,293	112,661	7,700	19,200
Poetry	158	432,907	81,903	305,598	44,606	800
Total Literature:.........................	1,474	5,062,204	600,139	4,136,139	228,426	97,500
Interdisciplinary	358	2,826,898	195,087	2,556,441	50,556	14,814
Folk Arts....................................	894	4,642,481	311,524	3,853,338	394,048	83,571
Humanities	445	5,950,359	17,109	5,847,725	525	85,000
Multi-disciplinary........................	5,196	58,808,865	4,051,850	51,806,907	1,957,633	992,475
Non-arts/Non-humanities (c)...........	348	5,660,640	155,917	5,458,397	16,134	30,193
Data Not Reported	22	182,296	27,685	14,1,011	9,100	4,500
Total...	26,205	211,047,131	14,886,901	188,766,744	4,723,765	2,669,721

(a) Grant amount awarded also includes some services provided by State Arts Agencies such as workshops in marketing the arts, in management and grantsmanship, and such agency activities as newsletters and arts resource directories.

(b) Sources of funds for State Arts Agency grants are in four categories as follows:

BSG Share: Basic State Operating Grants provided to State Arts Agencies from the National Endowment for the Arts;

Other NEA Share: Grants from the National Endowment for the Arts to State Arts Agencies other than the Basic State Operating Grant. For example, a grant from the Dance program for a specific dance project.

SAA Share: Funds from the state government legislative appropriations to the State Arts Agency and/or other state government sources;

Other Share: Any other funds for grants that are not any of the above three categories.

(c) The National Standard for Arts Information Exchange Discipline Code, 15 "Non-arts/Non-humanities" was sometimes used in FY85 to cover services such as workshops in marketing the arts and grants made for professional support (both administrative and artistic).

Source: Data provided by Jeffrey Love, Director of Research, National Assembly of State Arts Agencies (NASAA), Washington, D.C., December 1991.

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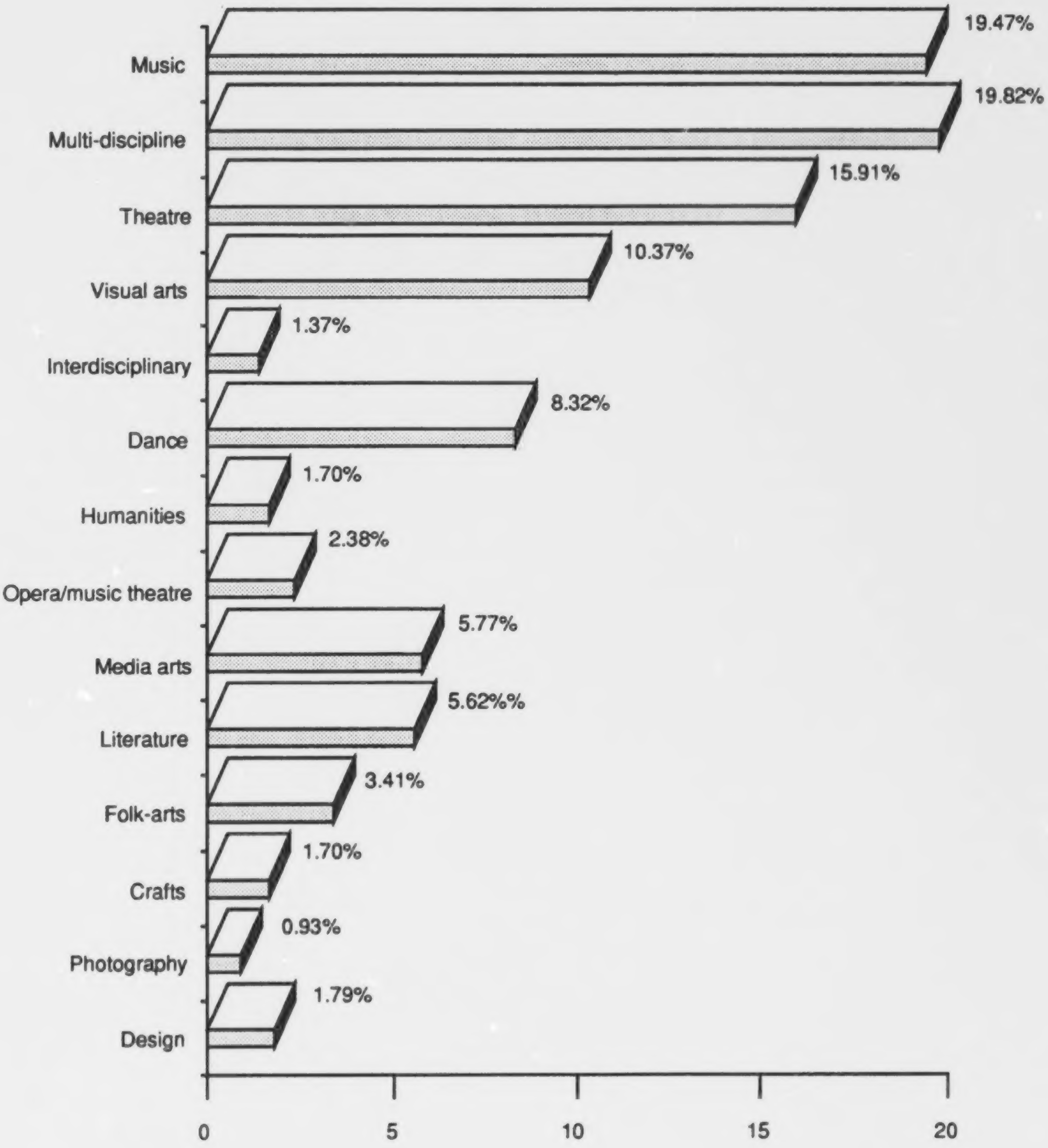
Chart 1-10.
Allocation by discipline of State Arts Agencies grant awards: 1988 (50 States)



Note: In addition 1.33 percent was allocated to non-arts/non-humanities projects and 0.08 percent was not reported.

Source: National Assembly of State Arts Agencies; See table 1-21a for full citation.

See Table 1-22a for FY 1987 data

Table 1-21b.
State Arts Agencies data on number of grants and amount of grant awards by source of grants: FY 1988

State	Number of grants	Grant amount spent	BSG share of grants	Other NEA share of grants	State share of grants	Other share of grants	Total reported project income
			(in dollars)				
Alabama	371	1,421,998	381,000	179,547	837,782	23,669	16,728,532
Alaska	180	1,869,483	339,000	147,180	1,383,303	0	7,055,482
American Samoa	78	177,428	107,100	16,506	0	53,822	177,326
Arizona	220	1,373,378	253,256	146,890	895,478	77,754	24,237,385
Arkansas	122	845,732	257,369	0	588,363	0	8,510,533
California	1,104	11,029,509	799,266	183,100	10,047,143	0	346,792,411
Colorado	181	897,993	70,120	18,018	809,855	0	13,343,268
Connecticut	540	1,809,618	345,362	83,029	1,381,227	0	49,597,655
Delaware	180	834,811	258,411	40,600	534,500	1,300	7,207,254
Florida	493	3,071,412	95,055	97,583	2,878,774	0	59,355,993
Georgia	335	2,859,921	237,306	95,450	2,518,110	9,055	53,776,388
Guam	36	399,732	201,000	64,923	133,809	0	660,548
Hawaii	151	4,635,032	326,000	87,930	3,526,351	694,751	10,234,278
Idaho	172	405,556	227,772	58,454	38,631	80,699	3,449,484
Illinois	957	6,449,897	320,000	115,404	6,014,493	0	167,004,150
Indiana	394	1,791,206	147,302	99,143	1,544,761	0	32,978,086
Iowa	603	926,571	367,000	113,500	444,214	1,857	10,786,924
Kansas	409	825,565	313,253	152,432	359,880	0	10,123,285
Kentucky	179	1,790,243	216,480	112,000	1,395,364	66,399	25,279,416
Louisiana	172	1,127,721	263,166	118,702	700,653	45,200	13,164,168
Maine	478	553,995	256,248	64,160	233,587	0	14,397,439
Maryland	263	4,855,845	247,441	30,700	4,556,555	21,149	49,736,114
Massachusetts	1,158	20,352,170	0	0	20,352,170	0	335,442,516
Michigan	974	11,711,773	441,000	174,200	11,096,573	0	101,310,897
Minnesota	246	3,630,395	170,000	130,135	2,577,910	752,350	40,699,704
Mississippi	139	462,686	317,770	33,300	111,616	0	5,181,493
Missouri	462	4,768,773	221,260	85,000	4,462,513	0	37,658,535
Montana	165	848,591	271,138	41,000	503,208	33,245	1,118,974
Commonwealth of Marianas	63	327,808	137,685	16,475	55,642	118,006	327,808
Nebraska	249	718,757	304,048	109,502	295,311	9,896	12,786,057
Nevada	157	462,846	310,428	59,454	75,656	17,308	5,189,616
New Hampshire	417	511,072	206,882	43,145	261,045	0	8,593,508
New Jersey	303	19,470,850	383,796	135,401	18,951,653	0	58,022,475
New Mexico	129	924,309	274,091	105,798	424,753	119,667	8,902,722
New York	3,650	48,287,947	0	224,370	48,063,577	0	0
North Carolina	1,487	4,000,213	191,058	122,145	3,687,010	0	31,423,401
North Dakota	186	479,487	285,138	117,048	68,158	9,143	4,395,066
Ohio	1,047	8,096,137	0	65,030	8,031,107	0	155,697,011
Oklahoma	715	1,613,990	257,080	71,135	1,083,136	202,639	8,197,694
Oregon	251	1,447,784	277,600	91,850	940,943	137,391	35,813,040
Pennsylvania	1,175	9,528,933	445,391	101,036	8,982,506	0	124,279,501
Puerto Rico	366	5,299,955	277,736	86,300	4,935,919	0	7,596,673
Rhode Island	254	550,313	268,000	91,165	179,148	12,000	9,731,883
South Carolina	916	1,415,119	145,619	66,425	1,197,578	5,497	11,600,290
South Dakota	249	610,958	341,000	101,700	162,805	5,453	4,364,108
Tennessee	226	1,313,407	370,000	110,629	810,753	23,025	3,241,812
Texas	364	2,880,881	519,000	171,480	2,190,401	0	84,207,155
Utah	401	1,391,657	289,381	99,912	872,918	129,446	21,974,598
Vermont	528	466,414	284,491	50,100	131,823	0	7,696,226
Virgin Islands	50	184,400	172,400	0	12,000	0	953,921
Virginia	984	2,915,474	374,296	27,565	2,513,613	0	32,402,198
Washington	293	1,886,630	384,999	89,417	1,392,214	20,000	18,506,774
District of Columbia	329	2,559,810	307,771	0	2,252,039	0	5,303,859
West Virginia	364	1,045,652	344,000	41,400	660,252	0	6,438,391
Wisconsin	146	612,495	40,770	14,456	557,269	0	5,015,207
Wyoming	144	316,799	244,166	21,941	50,692	0	2,407,724
Total	26,205	211,047,131	14,886,901	4,723,765	188,766,744	2,669,721	2,121,076,956

Note: Table is based on all reported grants.

Source: Data provided by Jeffrey Love, Director of Research, National Assembly of State Arts Agencies (NASAA), Washington, D.C., December 1991.

Table 1-21c.
State Arts Agencies data on number of grants and amount of grants by type of grantee: FY 1988 awarded grants

Description	Number of grants	Grant amount spent	BSG share of grants	SAA share of grants	Other NEA share of grants	Other share of grants
		(in dollars)				
Individual-artist	2,124	6,149,619	1,127,533	4,690,836	233,275	97,975
Individual-nonartist	152	299,401	104,204	168,382	19,315	7,500
Performing group	3,564	60,136,788	3,934,729	55,560,637	185,721	455,701
Performing group, college/university	64	412,195	90,245	321,227	223	500
Performing group, community	1,178	5,212,223	667,690	4,487,955	31,454	25,124
Performing group, for youth	273	1,675,293	322,692	1,302,951	37,876	11,774
Performance facility	466	6,363,552	228,843	5,911,571	42,638	180,500
Museum - art	711	16,278,288	849,618	15,312,128	46,525	70,017
Museum - other	639	9,432,392	153,619	9,240,025	19,233	19,515
Gallery/exhibition space	477	3,630,078	261,985	3,287,493	58,400	22,200
Cinema	100	1,055,806	6,250	1,039,556	0	10,000
Small press	107	544,415	53,376	468,327	0	22,712
Literary magazine	102	431,416	24,641	404,275	2,500	0
Fair/festival	522	2,255,537	233,310	1,979,665	29,684	12,878
Arts center	1,240	12,245,643	907,808	11,092,809	153,451	91,575
Arts council/agency	3,148	27,743,087	2,403,703	23,162,642	1,243,628	933,114
Arts service organization	1,379	16,386,028	687,632	15,253,865	360,077	84,454
Union/professional association	304	744,672	54,407	659,551	24,214	6,500
School district	1,125	2,404,688	182,712	1,338,306	697,140	186,530
School, parent/teacher association	202	176,363	20,218	61,400	71,791	22,954
School-elementary	1,264	1,193,792	90,128	713,992	345,489	44,183
School-middle	253	325,015	19,208	178,776	98,720	28,311
School-secondary	442	631,816	47,092	408,859	151,351	24,514
School-vocational/technical	44	119,726	1,300	100,185	18,241	0
School-other	433	4,039,819	139,905	3,811,706	65,674	22,534
College/university	1,466	5,946,782	548,435	5,065,274	195,859	137,214
Library	377	1,067,726	45,981	1,004,328	14,499	2,918
Historical society/committee	260	1,347,502	26,768	1,313,519	6,650	565
Humanities council/agency	46	512,898	0	501,498	0	11,400
Foundation	136	1,891,345	130,343	1,708,821	11,489	40,692
Corporation/business	96	270,220	39,978	222,561	2,177	5,504
Community service organization	918	3,658,133	317,953	3,193,925	115,493	30,762
Correctional institute	61	273,586	47,217	174,571	46,560	5,238
Health care facility	75	162,462	13,036	137,988	7,963	3,475
Religious organization	135	301,936	22,570	273,900	5,450	16
Senior citizens' center	44	125,458	14,522	110,870	0	66
Parks and recreation	313	800,427	68,524	694,881	32,202	4,820
Government-executive	275	1,611,757	362,476	1,153,987	87,017	8,277
Goverment-judicial	1	800	0	800	0	0
Government-legislative (House)	1	2,500	0	2,500	0	0
Government-legislative (Senate)	2	3,000	0	3,000	0	0
Media-periodical	29	199,929	20,104	169,825	0	10,000
Media-daily newspaper	1	4,750	0	4,750	0	0
Media-weekly newspaper	5	5,028	3,472	1,500	0	56
Media-radio	98	1,127,935	40,413	1,064,679	10,000	12,843
Media-television	101	1,306,301	11,670	1,292,789	1,679	163
Cultural series organization	691	4,113,270	273,622	3,688,765	142,379	8,504
None of the above	681	5,657,880	199,314	5,380,862	74,988	2,716
No data supplied	80	767,854	87,655	644,032	32,740	3,427
Total	26,205	211,047,131	14,886,901	188,766,744	4,723,765	2,669,721

Note: Table includes those grants for which data were available on number of grants, amount spent, artists participating and source of funds.

Source: Data provided by Jeffrey Love, Director of Research, National Assembly of State Arts Agencies (NASAA), Washington, D.C., December 1991.

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Table 1-21d.
State Arts Agencies grant data by type of activity: FY 1988

(in dollars)

Type of activity*	Number of grants	Grant amount spent	BSG share of grants	SAA share of grants	Other NEA share of grants	Other share of grants
Acquisition	146	1,053,512	111,159	451,672	1,500	489,181
Audience services	213	2,144,991	16,831	2,080,801	23,398	23,961
Award/fellowship	891	4,742,429	605,066	4,083,081	16,757	37,525
Creation of a work of art	1,009	6,711,464	264,399	6,415,050	7,400	24,615
Concert/performance/reading	7,651	29,992,152	3,418,024	26,091,963	400,317	81,848
Exhibition	984	6,209,894	571,597	5,579,301	21,785	37,211
Facilities construction, maintenance, renovation	110	1,416,724	7,911	1,154,088	20,375	234,350
Fair/festival	733	3,320,639	341,318	2,743,182	69,268	166,871
Identification/documentation	197	1,602,520	27,329	1,486,996	2,835	85,360
Institution/organization establishment	60	209,822	16,874	179,439	13,314	195
Institution/organization support	3,944	93,171,961	5,691,479	86,296,942	453,485	730,055
Instruction/class/lecture	1,317	8,134,335	430,034	7,530,677	135,647	37,977
Marketing	180	761,405	92,071	662,534	5,500	1,300
Professional support-administrative	789	5,119,325	691,928	4,328,294	97,653	1,450
Professional support-artists	491	2,516,761	510,178	1,978,561	27,377	645
Recording/filming/taping	261	1,524,638	158,701	1,348,954	14,075	2,908
Publication	369	1,828,503	364,440	1,441,514	14,018	8,531
Repair/restoration/construction	155	1,196,369	14,243	1,181,703	0	423
Research/planning	468	2,608,748	64,894	2,414,512	59,762	69,580
School residency	2,528	7,873,194	236,104	4,804,841	2,388,914	407,335
Other residency	836	4,616,444	309,973	3,785,218	420,426	100,827
Seminar/conference	573	1,061,238	225,439	727,457	70,988	37,354
Equipment purchase/lease/rental	516	289,074	36,743	187,036	9,942	55,353
Distribution of art	240	3,930,709	65,454	3,729,430	135,580	245
Apprenticeship/internship	196	695,969	2,569	544,261	138,289	10,850
Regranting	327	6,687,295	109,012	6,511,318	66,965	0
Translation	10	36,550	0	36,550	0	0
Writing about art	14	79,673	4,860	62,113	12,700	0
Other	949	10,693,558	453,100	10,132,109	86,946	21,403
Data not reported	48	853,235	45,171	797,147	8,549	2,368
Total	26,205	211,047,131	14,886,901	188,766,744	4,723,765	2,669,721

*Type of activity is the code that defines what type of project is funded by the State Arts Agency. This table includes those grants and services for which data were available on the type of activity and distributes the grants among the various activities.

Source: Data provided by Jeffrey Love, Director of Research, National Assembly of State Arts Agencies (NASAA), Washington, D.C., December 1991.

Table 1-22a.
National Assembly of Local Arts Agencies (NALAA) results from the 1991 Survey of Local Arts Agency Field results, budget information: 1989-1992

Average LAA budget 50 largest cities (excluding New York)	FY 89	FY 90	FY 91	FY 92*
	(in dollars)			
Local government support	1,163,439	1,397,711	1,606,262	1,593,412
LAA budget	1,630,092	1,877,561	2,119,350	2,166,188
Government support/LAA budget (percent)	71.4	74.40	75.8	73.6

New York Department of Cultural Affairs annual budget	FY 89	FY 90	FY 91	FY 92
Budget	87,000,000	88,900,000	87,000,000	71,600,000

*Budget projection based on 72 percent responses.

Source: National Assembly of Local Arts Agencies (NALAA), 1991 survey, data provided by Randy Cohen, Director of Research Information, Washington, D.C., February 1992.

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Table 1-22b.
National Assembly of Local Arts Agencies (NALAA) results from the 1991 Survey of Local Arts Agency Field, distribution of revenues and expenses in 50 largest cities: 1991

Revenue sources	(percent)
Local government	88.9
Private	5.3
Earned	4.0
State and regional	1.0
National Endowment for the Arts (NEA)	0.5
Other Federal	0.2
Total revenue	100.0
Expenditures	
Grants	83.4
Administration	8.2
Arts Events	6.1
Services	0.9
Advocacy	0.1
Fundraising	0.04
Total expenses	100.0

Source: National League of Cities Research Report, 1991, National Assembly of Local Arts Agencies (NALAA), "Preliminary data from the 1991 Survey of Local Arts Agency Field Data" provided by Randy Cohen, Director of Research Information, Washington, D.C., February 1992.

New Inclusion

Table 1-23.
Direct public expenditure on the arts and museums in seven western countries: 1987

Type of expenditure	Canada	Federal Republic of Germany	France	The Netherlands	Sweden	United Kingdom	United States
Central government revenue expenditure (billions of dollars)	91.3		119.3	72.7	53.3	162.0	1,067.6
Local government revenue expenditure (billions of dollars)	125.3		56.3	35.9	38.4	61.0	607.5
Gross domestic product (billions of dollars)	411.1	1,118.3	880.4	213.2	158.6	670.1	4,475.1
Arts expenditure (millions of dollars)	729.8	2,404.2	1,954.9	492.0	382.1	913.5	795.4
Arts expenditure as percentage of public expenditure	0.34	0.79	0.77	0.45	0.42	0.41	0.05
Arts expenditure as percentage of GDP	0.18	0.21	0.22	0.23	0.24	0.14	0.02
Local/regional government arts expenditure per head (in dollars)	16.2	38.9	27.9	17.2	16.1	7.4	0.1
Central government arts expenditure per head (in dollars)	12.1	0.3	7.2	16.4	29.4	8.7	1.6
Arts expenditure per head (in dollars)	28.5	39.4	35.1	33.6	45.6	16.1	3.3

Note: Data in this table are expressed in US dollars. The original data were expressed in pounds. Public expenditure figures taken from *Financial Accounts of OECD Countries*, Parts 1 and 2, OECD, Paris, 1989, for all countries except the UK, which did not complete a return. UK figures for revenue expenditure by central and local government have been taken from the *Government Expenditure Plans*. GDP figures for all countries have been taken from *National Accounts Main Aggregates Volume 1 1960-1987*, OECD, Paris, 1989. Arts expenditure figures are for relevant expenditure on the arts and museums as defined in this report. Of the more significant problems concerning the comparability of the estimates of public expenditure on the arts and museums, it is worth highlighting the following: French central government figures are for 1986, consequently understating expenditure, but this is counterbalanced somewhat by the inclusion of expenditure on professional training in the arts; French commune expenditure figures include capital expenditure; The Netherlands figures include a limited amount of capital expenditure; data on expenditure by regional and local government in Sweden relate to 1986, although given the limited growth in local authority expenditure in recent years, this is unlikely to make a significant difference to the figures.

Source: Policy Studies Institute, Cultural Trends 1990, "Funding the Arts in Seven Western Countries," fifth issue, March, 1990.

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See Table 1-26a

Table 1-24a.
Giving USA data on giving by source: 1955-1990 (current dollars) (continued on next page)

(in billions of dollars)

Year	Total	Corporations	Foundations	Bequests	Individuals
1955	7.70	0.415	0.30	0.24	6.75
1956	8.29	0.418	0.31	0.24	7.33
1957	9.26	0.419	0.50	0.45	7.89
1958	9.50	0.395	0.51	0.45	8.15
1959	10.38	0.482	0.70	0.51	8.68
1960	11.02	0.482	0.71	0.67	9.16
1961	11.56	0.412	0.70	0.95	9.50
1962	11.89	0.595	0.70	0.70	9.89
1963	13.22	0.657	0.82	0.88	10.86
1964	13.70	0.729	0.83	0.95	11.19
1965	14.76	0.785	1.13	1.02	11.82
1966	15.81	0.805	1.25	1.31	12.44
1967	17.04	0.830	1.40	1.40	13.41
1968	18.96	1.005	1.60	1.60	14.75
1969	20.74	1.005	1.80	2.00	15.93
1970	21.02	0.797	1.90	2.13	16.19
1971	23.46	0.865	1.95	3.00	17.64
1972	24.48	1.009	2.00	2.10	19.37
1973	25.71	1.174	2.00	2.00	20.53
1974	26.98	1.200	2.11	2.07	21.60
1975	28.61	1.202	1.65	2.23	23.53
1976	32.01	1.487	1.90	2.30	26.32
1977	35.46	1.791	2.00	2.12	29.55
1978	38.95	2.084	2.17	2.60	32.10
1979	43.36	2.288	2.24	2.24	36.59
1980	48.73	2.355	2.81	2.86	40.71
1981	55.58	2.514	3.07	3.58	46.42
1982	59.80	2.906	3.16	5.21	48.52
1983	64.65	3.627	3.60	3.88	53.54
1984	70.67	4.057	3.95	4.04	58.62
1985	80.07	4.472	4.90	4.77	65.93
1986	90.90	5.179*	5.43	5.70	74.59
1987	93.36	4.980	5.88	6.58	75.92
1988	104.64	5.400	6.15	6.57	86.52
1989	115.90	5.600	6.55	6.97	96.78
1990	122.57	5.900	7.08	7.79	101.80

*Most likely includes significant portion of grants made in 1987, but reported on 1986 corporate returns for tax purposes.

Source: Giving USA: The Annual Report on Philanthropy for the year 1990, 1991 Edition (36th Annual Issue), Nathan Weber, editor, Joanne Hayes publisher, American Association of Fund Raising Counsel (AAFRC)/AAFRC Trust for Philanthropy, Inc., New York, NY, 1991, table 3.

Table 1-24a.
Giving USA data on giving by source: 1955-1990 (current dollars) (continued from previous page)

Methodological note: Estimates of how much Americans contribute to charitable causes and institutions are devised by the AAFRC Trust for Philanthropy from numerous sources, including a specially commissioned econometric model, nationwide surveys of donors and recipients, and research organizations surveying still other populations. The estimates are revised each year upon the acquisition of more complete data.

Following is an overview description of the methodology for deriving the estimates of giving by each donor group. Please see source for more complete description.

Giving by Individuals - The estimate of giving by individuals is obtained through a mathematical equation correlating personal giving with five factors which, over time, have demonstrated a statistically significant relationship to the amount of personal contributions. The equation, known as the Personal Giving Estimating Model (PGEM), was developed by Dr. Ralph Nelson of Queens College, City University of New York.

Giving by Bequest - The estimate of giving by bequest is derived from surveys of health, human service, public/society benefit and other organizations conducted by the AAFRC Trust for Philanthropy, research on large bequests to the arts also undertaken by the Trust, and a survey of colleges and universities conducted by the Council for Aid to Education (CFAE).

Giving by Foundations - The estimate of giving by foundations is a projection based on a survey of about 300 representative foundations conducted annually by the AAFRC Trust for Philanthropy, and data provided by The Foundation Center.

Giving by Corporations - The estimate of corporate contributions is developed by the Council for Aid to Education (CFAE), based on three annual surveys: the Survey of Voluntary Support of Education, the Annual Survey of Corporate Contributions (sponsored with, and conducted by, The Conference Board), and a year-end brief survey of 100 pacesetting corporations and corporate foundations).

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Table 1-24b.
Giving USA inflation- adjusted data on total giving by source: 1955-1990 (constant dollars)

Year	Total	Corporations	Foundations	Bequests	Individuals
	(in billions of constant 1982 dollars)				
1955	29.74	1.60	1.16	0.92	26.06
1956	31.06	1.57	1.14	0.90	27.45
1957	33.55	1.52	1.82	1.63	28.59
1958	33.34	1.39	1.77	1.58	28.60
1959	35.41	1.65	2.40	1.75	29.62
1960	36.50	1.60	2.35	2.22	30.33
1961	37.67	1.34	2.29	3.09	30.94
1962	37.86	1.89	2.23	2.23	31.50
1963	41.31	2.05	2.57	2.75	33.94
1964	42.15	2.24	2.55	2.93	34.43
1965	44.44	2.36	3.40	3.07	35.60
1966	46.21	2.35	3.65	3.83	36.37
1967	48.27	2.35	3.97	3.97	37.99
1968	51.51	2.73	4.35	4.35	40.08
1969	53.72	2.60	4.66	5.18	41.27
1970	51.64	1.96	4.67	5.23	39.78
1971	54.42	2.01	4.52	6.96	40.93
1972	54.28	2.24	4.43	4.66	42.95
1973	54.24	2.48	4.22	4.22	43.32
1974	52.59	2.34	4.11	4.04	42.11
1975	51.46	2.16	2.97	4.01	42.32
1976	53.52	2.49	3.18	3.85	44.01
1977	54.72	2.76	3.09	3.27	45.60
1978	55.81	2.99	3.11	3.72	45.99
1979	57.34	3.03	2.96	2.95	48.40
1980	58.09	2.81	3.35	3.41	48.52
1981	60.03	2.71	3.32	3.87	50.13
1982	59.80	2.91	3.16	5.21	48.52
1983	60.87	3.42	3.39	3.65	50.41
1984	63.32	3.64	3.54	3.62	52.53
1985	68.55	3.83	4.20	4.08	56.45
1986	74.26	4.23*	4.44	4.66	60.94
1987	72.37	3.86	4.56	5.10	58.85
1988	77.57	4.00	4.56	4.87	64.14
1989	82.20	3.97	4.64	4.94	68.64
1990	82.99	3.99	4.79	5.27	68.92

*Most likely reflects significant portion of grants made in 1987, but reported on 1986 corporate returns for tax purposes.

Source: Giving USA: The Annual Report on Philanthropy for the Year 1990, 1991 Edition (36th Annual Issue), Nathan Weber, editor, Joanne Hayes publisher, American Association of Fund Raising Counsel (AAFRC)/AAFRC Trust for Philanthropy, Inc., New York, NY, 1991, table 4.

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See Table 1-26c

Table 1-25a.
Giving USA data on giving by use: 1955-1990 (current dollars)

Year	Total	Religion	Education	Health	Human services	Arts, culture & humanities	Public/ society benefit	Environ-ment/ wildlife	Inter-national affairs	Undesig-nated
					(in billions of current dollars)					
1955	7.70	3.48	0.77	0.82	1.68	0.349	0.225	*	*	0.376
1956	8.29	3.93	1.04	0.89	1.60	0.322	0.250	*	*	0.258
1957	9.26	4.19	0.87	0.99	1.70	0.359	0.279	*	*	0.872
1958	9.50	4.34	1.09	1.02	1.66	0.353	0.272	*	*	0.765
1959	10.38	4.76	1.16	1.11	1.63	0.397	0.290	*	*	1.033
1960	11.02	5.01	1.26	0.95	1.63	0.408	0.314	*	*	1.448
1961	11.56	5.23	1.38	1.09	1.69	0.415	0.318	*	*	1.437
1962	11.89	5.45	1.52	1.25	1.77	0.410	0.312	*	*	1.178
1963	13.22	5.84	1.68	1.35	1.97	0.485	0.374	*	*	1.521
1964	13.70	6.14	1.85	1.55	1.92	0.435	0.387	*	*	1.418
1965	14.76	6.72	2.01	1.60	2.07	0.436	0.380	*	*	1.544
1966	15.81	7.22	2.06	1.69	2.01	0.536	0.390	*	*	1.904
1967	17.04	7.58	2.13	1.91	2.07	0.559	0.411	*	*	2.380
1968	18.96	8.42	2.38	2.08	2.31	0.604	0.428	*	*	2.738
1969	20.74	9.02	2.54	2.31	2.71	0.718	0.561	*	*	2.881
1970	21.02	9.34	2.60	2.40	2.92	0.663	0.455	*	*	2.642
1971	23.46	10.07	2.75	2.61	3.01	1.01	0.684	*	*	3.326
1972	24.48	10.10	2.98	2.80	3.16	1.10	0.820	*	*	3.520
1973	25.71	10.53	3.10	3.10	3.07	1.26	0.620	*	*	4.030
1974	26.98	11.84	3.05	3.37	3.02	1.20	0.670	*	*	3.830
1975	28.61	12.81	2.83	3.61	2.94	1.56	0.790	*	*	4.070
1976	32.01	14.18	3.28	3.92	3.02	2.27	1.03	*	*	4.310
1977	35.46	16.98	3.62	4.09	3.57	2.32	1.22	*	*	3.660
1978	38.95	18.35	4.11	4.52	3.87	2.40	1.08	*	*	4.620
1979	43.36	20.17	4.54	4.94	4.48	2.73	1.23	*	*	5.270
1980	48.73	22.23	4.96	5.34	4.91	3.15	1.46	*	*	6.680
1981	55.58	25.05	5.77	5.79	5.62	3.66	1.79	*	*	7.900
1982	59.80	28.06	6.00	6.15	6.33	4.96	1.68	*	*	6.620
1983	64.65	31.84	6.65	6.68	7.16	4.21	1.89	*	*	6.220
1984	70.67	35.55	7.29	6.84	7.88	4.50	1.94	*	*	6.670
1985	80.07	38.21	8.17	7.72	8.50	5.08	2.22	*	*	10.170
1986	90.90	41.68	9.39	8.44	9.13	5.83	2.45	*	*	13.980
1987	93.36	48.72	9.84	9.22	9.84	6.31	2.87	1.319	2.220	3.021
1988	104.64	55.59	10.23	9.58	10.49	6.79	3.21	1.510	1.968	5.272
1989	115.90	62.51	10.95	9.93	11.39	7.50	3.84	1.752	1.716	6.315
1990	122.57	65.76	12.41	9.90	11.82	7.89	4.92	2.294	2.225	5.343

*New category. Data not reported separately before 1987.

Source: Giving USA: The Annual Report on Philanthropy for the Year 1990, 1991 Edition (36th Annual Issue), Nathan Weber, editor, Joanne Hayes, publisher, American Association of Fund Raising Counsel (AAFRC)/AAFRC Trust for Philanthropy, Inc., New York, NY, 1991, table 5.

1989 Edition
Updates Table 1-26d

Table 1-25b.
Giving USA inflation-adjusted data on giving by use: 1955-1990 (constant 1982 dollars)

(in billions of constant 1982 dollars)

Year	Total	Religion	Education	Health	Human services	Arts, culture & humanities	Public/ society benefit	Environment/ wildlife	International affairs	Undesignated
1955........	29.73	13.44	2.97	3.17	6.49	1.35	0.87	*	*	1.45
1956........	31.05	14.72	3.90	3.33	5.99	1.21	0.94	*	*	0.97
1957........	33.55	15.18	3.15	3.59	6.16	1.30	1.01	*	*	3.16
1958........	33.33	15.23	3.82	3.58	5.82	1.24	0.95	*	*	2.68
1959........	35.43	16.25	3.96	3.79	5.56	1.35	0.99	*	*	3.53
1960........	36.49	16.59	4.17	3.15	5.40	1.35	1.04	*	*	4.79
1961........	37.65	17.04	4.50	3.55	5.50	1.35	1.04	*	*	4.68
1962........	37.87	17.36	4.84	3.98	5.64	1.31	0.99	*	*	3.75
1963........	41.31	18.25	5.25	4.22	6.16	1.52	1.17	*	*	4.75
1964........	42.15	18.89	5.69	4.77	5.91	1.34	1.19	*	*	4.36
1965........	44.46	20.24	6.05	4.82	6.23	1.31	1.14	*	*	4.65
1966........	46.23	21.11	6.02	4.94	5.88	1.57	1.14	*	*	5.57
1967........	48.27	21.47	6.03	5.41	5.86	1.58	1.16	*	*	6.74
1968........	51.52	22.88	6.47	5.65	6.28	1.64	1.16	*	*	7.44
1969........	53.73	23.37	6.58	5.98	7.02	1.86	1.45	*	*	7.46
1970........	51.65	22.95	6.39	5.90	7.17	1.63	1.12	*	*	6.49
1971........	54.43	23.36	6.38	6.06	6.98	2.34	1.59	*	*	7.72
1972........	54.28	22.39	6.61	6.21	7.01	2.44	1.82	*	*	7.80
1973........	54.24	22.22	6.54	6.54	6.48	2.66	1.31	*	*	8.50
1974........	52.59	23.08	5.95	6.57	5.89	2.34	1.31	*	*	7.47
1975........	51.46	23.04	5.09	6.49	5.29	2.81	1.42	*	*	7.32
1976........	53.53	23.71	5.48	6.56	5.05	3.80	1.72	*	*	7.21
1977........	54.72	26.20	5.59	6.31	5.51	3.58	1.88	*	*	5.65
1978........	55.80	26.29	5.89	6.48	5.54	3.44	1.55	*	*	6.62
1979........	57.35	26.68	6.01	6.53	5.93	3.61	1.63	*	*	6.97
1980........	58.08	26.50	5.91	6.36	5.85	3.75	1.74	*	*	7.96
1981........	60.02	27.05	6.23	6.25	6.07	3.95	1.93	*	*	8.53
1982........	59.80	28.06	6.00	6.15	6.33	4.96	1.68	*	*	6.62
1983........	60.88	29.98	6.26	6.29	6.74	3.96	1.78	*	*	5.86
1984........	63.32	31.85	6.53	6.13	7.06	4.03	1.74	*	*	5.98
1985........	68.55	32.71	6.99	6.61	7.28	4.35	1.90	*	*	8.71
1986........	74.26	34.05	7.67	6.90	7.46	4.76	2.00	*	*	11.42
1987........	72.37	37.77	7.63	7.15	7.63	4.89	2.22	1.022	1.721	2.342
1988........	77.57	41.21	7.58	7.10	7.78	5.03	2.38	1.119	1.459	3.908
1989........	82.20	44.33	7.77	7.04	8.08	5.32	2.72	1.243	1.217	4.479
1990........	82.99	44.52	8.40	6.71	8.00	5.34	3.33	1.553	1.506	3.617

*New category. Data not reported separately before 1987.

Source: Giving USA: The Annual Report on Philanthropy for the Year 1990, 1991 Edition (36th Annual Issue), Nathan Weber, editor, Joanne Hayes, publisher, American Association of Fund Raising Counsel (AAFRC)/AAFRC Trust for Philanthropy, Inc., New York, NY, 1991, table 6.

1989 Edition
Updates Table 1-26e

Table 1-26.
Giving USA data on the distribution of contributions of $1 million and above by source and use: 1988 and 1990 (continued on next page)

A. Distribution of large gifts from individuals ($1 million and above)

Use	1988 Amount	 Percent of total	1990 Amount	 Percent of total
	(in dollars)		(in dollars)	
Religion	0	0	0	0
Education	477,852,092	76.0	975,660,000	97.17
Health	130,750,000	20.8	6,256,000	0.62
Human service	1,500,000	0.2	3,200,000	0.32
Arts, culture & humanities	18,000.000	2.9	18,000,000	1.79
Public/society benefit	1,000,000	0.2	1,000,000	0.10
Environment/Wildlife	(a)	(a)	0	0
International Affairs	(a)	(a)	0	0
All other uses	0	0	0	0
Total	629,102,092	100	1,004,116,000	100

B. Distribution of large bequests ($1 million and above)

Use	1988 Amount	 Percent of total	1990 Amount	 Percent of total
	(in dollars)		(in dollars)	
Religion	0	0	0	0
Education	72,091,387	81.0	186,635,097	92.66
Health	1,900,000	2.1	4,375,000	2.17
Human service	0	0	1,400,000	0.70
Arts, culture & humanities	15,000,000	16.9	9,000,000	4.47
Public/society benefit	0	0	0	0.00
Environment/Wildlife	(a)	(a)	0	0
International Affairs	(a)	(a)	0	0
All other uses	0	0	0	0
Total	88,991,387	100	201,410,097	100

(a) Not reported separately in 1988.

Table 1-26.
Giving USA data on the distribution of contributions of $1 million and above by source and use: 1988 and 1990 (continued from previous page)

C. Distribution of large gifts from foundations ($1 million and above)

	1988 (b)		1990	
Use	Amount	Percent of total	Amount	Percent of total
	(in dollars)		(in dollars)	
Religion	0	0	2,500,000	0.29
Education	517,383,819	73.7	579,287,440	67.04
Health	66,249,545	9.4	56,652,135	6.56
Human service	21,056,000	3.0	113,137,595	13.09
Arts, culture & humanities	16,200,000	3.0	56,668,000	6.56
Public/society benefit	34,950,000	5.0	21,029,408	2.43
Environment/Wildlife	(a)	(a)	30,900,000	3.58
International Affairs	(a)	(a)	2,407,500	0.28
All other uses	46,201,745	6.6	1,500,000	0.17
Total	702,041,109	100	864,082,078	100

D. Distribution of large corporate gifts ($1 million and above)

	1988		1990	
Use	Amount	Percent of total	Amount	Percent of total
	(in dollars)		(in dollars)	
Religion	0	0	0	0
Education	117,641,327	91.3	287,146,701	83.09
Health	4,850,000	3.8	12,000,000	3.47
Human service	1,000,000	0.8	8,350,000	2.42
Arts, culture & humanities	3,400,000	2.6	16,690,000	4.83
Public/society benefit	1,000,000	0.8	9,000,000	2.60
Environment/Wildlife	(a)	(a)	8,000,000	2.31
International Affairs	(a)	(a)	1,700,000	0.49
All other uses	1,000,000	0.8	2,700,000	0.78
Total	128,891,327	100	345,586,701	100

(a) Not reported separately in 1988.

(b) Excluding corporate foundations.

Source: Giving USA: The Annual report on Philanthropy for the Year 1990, 1991 Edition (36th Annual Issue), Nathan Weber, editor; Joanne Hayes, publisher, American Association of Fund Raising Counsel (AAFRC)/AAFRC Trust for Philantropy, Inc., New York, NY, 1991, tables 8, 10, 15, and 18.

Table 1-27.
General foundation funding trends: 1989 and 1990 (continued on next page)

	Dollar value of grants*			
	1989		1990	
Category of use	Amount	Percent	Amount	Percent
	(in thousands of dollars)			
Arts and culture	455,744	14.0	639,072	14.3
Education	722,625	22.2	1,150,276	25.7
Environment and animals			208,111	4.7
Health	159,800	4.9	751,579	16.8
Human services	563,353	17.3	645,462	14.4
International affairs, development, and peace	493,193	15.2	140,414	3.1
Public/society benefit	126,743	3.9	491,140	11.0
Science and technology	326,560	10.0	222,688	5.0
Social sciences	357,168	11.0	133,495	3.0
Religion	44,710	1.4	85,113	1.9
Other	4,352	0.1	7,242	0.2
Total	3,254,247	100.0	4,474,592	100.0
	(number of grants)			
Arts and culture	7,850	16.9	9,053	15.8
Education	9,995	21.5	13,319	23.2
Environment and animals			2,583	4.5
Health	2,058	4.4	7,275	12.7
Human services	5,613	12.1	12,360	21.5
International affairs, development, and peace	10,462	22.5	1,622	2.8
Public/society benefit	1,360	2.9	6,649	11.6
Science and technology	5,243	11.3	2,074	3.6
Social sciences	2,826	6.1	1,049	1.8
Religion	854	1.8	1,238	2.2
Other	157	0.3	221	0.4
Total	46,431	100.0	57,443	100.0

Note: Arts and cultural categories and total grant amounts published by The Foundation Center for 1988 and earlier are no longer directly comparable with categories and data shown for 1989 and 1990. The methodology now includes a raise in the minimum value of grants examined, an increase in the number of foundation grants tracked, and changed taxonomy in classification of grants.

*Due to rounding, figures may not add to total shown.

Source: (1989) The Foundation Center, Foundation Giving, 1st edition, 1991, p. 44; (1990) Foundation Grants Index, 20th edition, 1991/1992, p. xiv, New York, NY, as provided by Steven Lawrence, Research Assistant, The Foundation Center, December 1991.

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Table 1-27.
General foundation funding trends: 1989 and 1990 (continued from previous page)

Methodological note: Current sampling base for the Foundation Center's grants analysis covers grants of $10,000 or more awarded by 832 foundations, including 300 of the 315 largest foundations by total giving. These 832 grantmakers represent less than 2.6 percent of the total number of active, grantmaking foundations in the nation, but they account for over 57 percent of the private, corporate and community foundation grant dollars awarded during the reporting year. This analysis provides some insight into the grantmaking activities of smaller foundations based on a limited sample, as well as a reliable overview of the grantmaking patterns of the nation's largest foundations. The sample is heavily weighted toward large foundations. Foundations with assets of $100 million or more account for 62.5 percent of the total dollar value of grants in the 1991 Grants Index, and 38.9 percent of the total number of grants. Foundations with assets of less than $10 million constitute only 8.8 percent of the total value of grant dollars and 15.9 percent of the total number of grants. While the Index includes less than 2.6 percent of all foundations, grant dollar amounts represent 80.6 percent of grant dollars awarded by foundations with assets of $50 million and more. Figures taken from the Foundation Grants Index, 1992, Twentieth Edition (1991).

To compensate for the long-term effect of inflation on grant value, the Foundation Grants Index has raised the minimum size of grants included from $5,000 to $10,000. The adjustment in the minimum grant size for the Index was needed to assure parity in grant value over time.

The sample of foundations included has jumped from 472 to 832, up by 76 percent. The sample of largest foundations has also tripled - from the 100 largest by total giving included every year since 1980 - to the 300 largest. This allows for a far more comprehensive and accurate overview of foundation giving.

The New Taxonomy: In 1990 with the nineteenth edition of the Foundation Grants Index, we introduced a new grants classification system that has greatly enhanced our capacity to report on trends in giving. The new system is linked to the National Taxonomy of Exempt Entities (NTEE), developed by the National Center for Charitable Statistics to classify tax exempt organizations. NTEE provides a unified national standard for classifying nonprofit activities while permitting us to maintain a multidimensional framework for analyzing foundation funding by recipient type, field of activity, population group served, geographic focus, and type of support. Additionally, the new taxonomy provides a more concise and consistent hierarchical method to classify and index grants.

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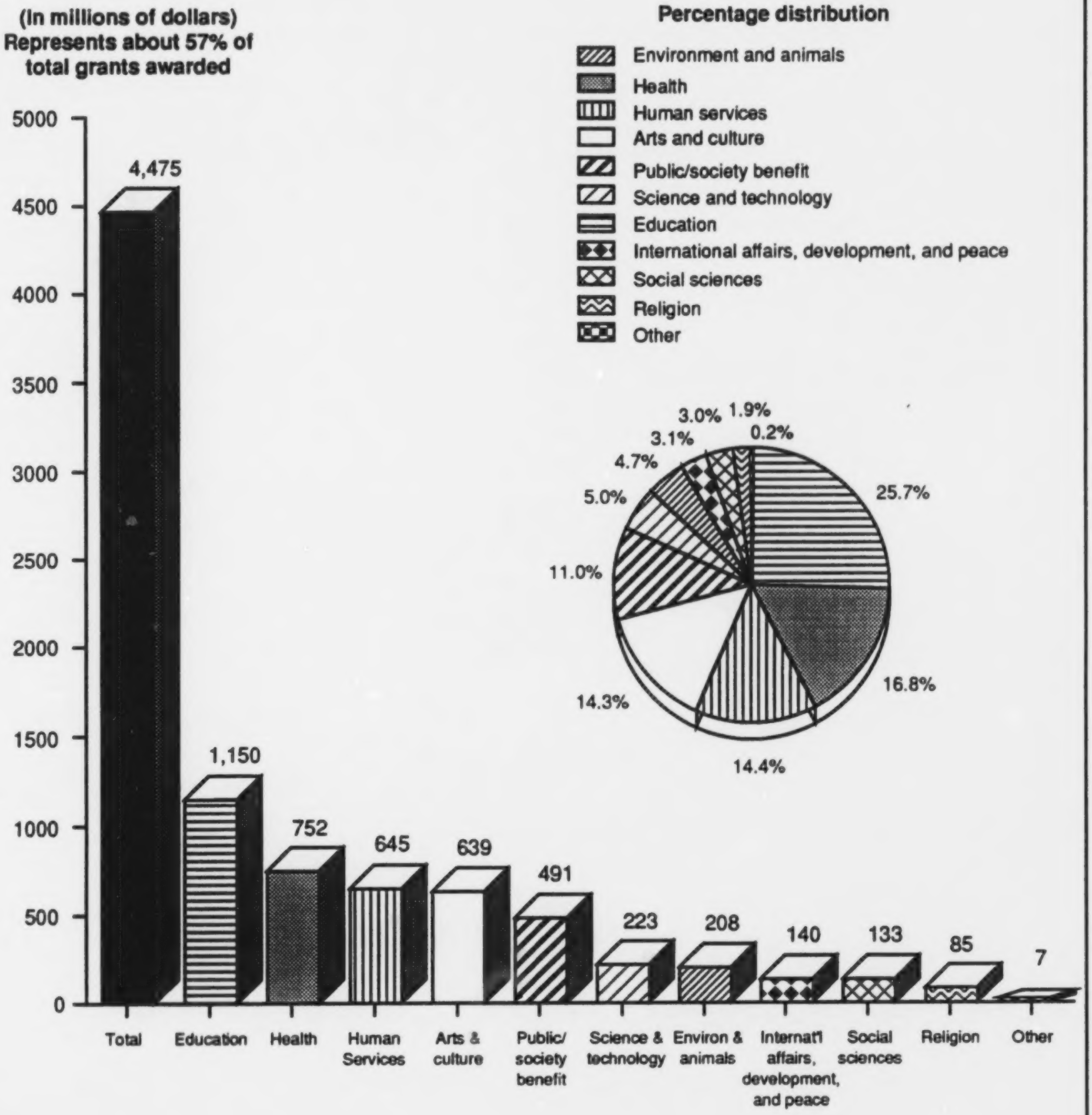
Chart 1-11.
Foundation grants by subject field: 1990



Note: Covers grants of $10,000 or more in size. Based on 832 foundations which represented about 57 percent of all grant dollars awarded by private, corporate and foundation grants awarded in 1990.

Source: The Foundation Center; See table 1-27 for full citation.

Table 1-28.
Distribution of foundation grants for cultural activities: 1990

	Dollar value of grants*		Number of grants	
Cultural activities	Amount (in thousands)	Percent	Number	Percent
Arts and Culture				
Policy, management and information	7,210	0.2	124	0.2
Arts-multipurpose	56,109	1.3	805	1.4
Media and communications	69,461	1.6	972	1.7
Visual arts/architecture	15,405	0.3	251	0.4
Museum activities	191,635	4.3	1,900	3.3
Performing arts	214,653	4.8	3,792	6.6
Humanities	38,650	0.9	438	0.8
Historic preservation	37,056	0.8	570	1.0
Other	8,864	0.2	201	0.3
Total	639,072	14.3	9,053	15.8

Note: Represents about 57 percent of foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

*Due to rounding, figures may not add to total shown.

Source: The Foundation Center, Foundation Grants Index, 20th edition, 1991/1992, New York, NY, table 6, p. xiii, as provided by Steven Lawrence, Research Assistant, The Foundation Center, December 1991.

1989 Edition
See table 1-29 for similar 1988 data

Table 1-29.
Subject focus of grants awarded by size of foundation: 1990

	Dollar value of grants				Number of grants			
	100 largest foundations		372 other foundations		100 largest foundations		372 other foundations	
Subject	Amount	Percent	Amount	Percent	Number	Percent	Number	Percent
Cultural activities								
Arts and Culture								
Research, advocacy, management, and information	5,527,447	0.2	1,665,332	0.2	94	0.4	81	0.3
Museums and multipurpose programs	122,204,950	5.0	44,512,478	5.6	1,035	4.5	1,107	4.7
Media and communications	59,441,431	2.4	16,734,029	2.1	438	1.9	427	1.8
Architecture and visual arts	12,967,405	0.5	2,777,340	0.4	146	0.6	120	0.5
Theater and dance	47,872,286	1.9	21,905,496	2.8	922	4.0	985	4.2
Music	38,339,913	1.6	23,706,210	3.0	709	3.1	757	3.2
Humanities	29,518,511	1.2	5,661,098	0.7	244	1.1	192	0.8
Historic preservation	11,664,021	0.5	5,920,978	0.8	188	0.8	264	1.1
Other	4,026,286	0.2	1,298,945	0.2	67	0.3	84	0.4
Total arts and culture	331,562,250	13.5	124,181,906	15.7	3,843	16.6	4,017	17.2

Note: Represents about 57 percent of foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

Source: The Foundation Center, Foundation Giving, 1st edition, 1991, New York, NY, p. 58, as provided by Steven Lawrence, Research Assistant, The Foundation Center, December 1991.

Table 1-30.
Distribution of foundation grant dollars for cultural activities by type of foundation: 1990

	Independent		Corporate		Community	
Subject	Dollar value	Percent	Dollar value	Percent	Dollar value	Percent
Cultural activities	(in thousands of dollars)					
Arts and Culture						
Research, advocacy, management and information	5,911	0.2	910	0.3	338	0.3
Museums and multipurpose programs	140,625	5.0	17,155	5.4	6,009	4.9
Media and communications	69,753	2.5	4,491	1.4	1,856	1.5
Architecture and visual arts	13,254	0.5	546	0.2	168	0.1
Theater and dance	54,841	2.0	10,170	3.2	4,760	3.9
Music	48,381	1.7	10,695	3.4	2,922	2.4
Humanities	33,294	1.2	874	0.3	244	0.2
Historic preservation	15,199	0.5	1,652	0.5	600	0.5
Other	3,207	0.1	404	0.1	215	0.2
Total arts and culture	38,466	13.7	46,897	14.8	17,112	14.1

Note: Represents about 52 percent of total foundation giving. See table 1-27 for distribution of foundation grants by major category and for methodological note.

Source: The Foundation Center, Foundation Giving, 1st edition, 1991, New York, NY, p. 62, as provided by Steven Lawrence, Research Assistant, The Foundation Center, December 1991.

Table 1-31.
Distribution of foundation grants by recipient organization type: 1989 and 1990

	Dollar value of grants				Number of grants			
	1989		1990		1989		1990	
Type of organization	Amount	Percent	Amount	Percent	Number	Percent	Number	Percent
	(in thousands of dollars)							
Animal-specific agencies	28,896	0.9	41,955	0.9	308	0.7	381	0.7
Arts/humanities organizations	64,024	2.0	92,258	2.1	1,499	3.2	1,661	2.9
Churches/temples	53,170	1.6	93,449	2.1	1,159	2.5	1,511	2.6
Civil rights groups	47,707	1.5	47,223	1.1	872	1.9	920	1.6
Community improvement organizations	128,169	3.9	151,216	3.4	2,193	4.7	2,630	4.6
Disease-specific health associations	26,411	0.8	33,580	0.8	603	1.3	767	1.3
Educational institutes	1,288,005	39.6	1,733,020	38.7	14,022	30.2	17,766	30.9
Colleges and universities	963,351	29.6	1,255,115	28.0	8,957	19.3	10,953	19.1
Educational support agencies	135,087	4.2	177,039	4.0	1,986	4.3	2,538	4.4
Graduate schools	72,060	2.2	106,229	2.4	731	1.6	940	1.6
Junior/community colleges	10,128	0.3	18,873	0.4	227	0.5	347	0.6
Libraries	16,283	0.5	32,742	0.7	274	0.6	365	0.6
Schools	91,096	2.8	143,022	3.2	1,847	4.0	2,623	4.6
Environmental Agencies	79,977	2.5	135,399	3.0	1,476	3.2	1,824	3.2
Federated funds	75,025	2.3	195,155	4.4	1,082	2.3	1,961	3.4
Government agencies	81,179	2.5	109,297	2.4	794	1.7	1,124	2.0
Hospitals/medical care facilities	187,237	5.8	300,053	6.7	2,182	4.7	3,050	5.3
Human service agencies	336,431	10.3	471,823	10.5	8,242	17.8	9,689	16.9
Information/public education centers	12,353	0.4	19,774	0.4	260	0.6	330	0.6
International organizations	88,657	2.7	115,892	2.6	1,199	2.6	1,523	2.7
Media organizations	70,646	2.2	67,163	1.5	748	1.6	849	1.5
Medical research organizations	NA	NA	53,334	1.2	NA	NA	456	0.8
Mental health agencies	45,653	1.4	51,824	1.2	665	1.4	797	1.4
Museums/historical societies	197,681	6.1	277,224	6.2	2,148	4.6	2,832	4.9
Performing arts groups	128,802	4.0	188,060	4.2	3,166	6.8	3,443	6.0
Philanthropy organizations	13,534	0.4	25,559	0.6	450	1.0	408	0.7
Professional societies and associations	172,407	5.3	192,878	4.3	2,780	6.0	3,028	5.3
Public administration agencies	72,705	2.2	97,490	2.2	891	1.9	1,017	1.8
Public general health organizations	90,917	2.8	62,640	1.4	922	2.0	887	1.5
Public policy institutes	55,972	1.7	93,568	2.1	741	1.6	962	1.7
Recreation organizations	45,156	1.4	25,364	0.6	382	0.8	488	0.8
Research institutes	117,620	3.6	111,919	2.5	1,033	2.2	978	1.7
Science organizations	NA	NA	60,656	1.4	NA	NA	557	1.0
Social science organizations	136,222	4.2	50,042	1.1	1,056	2.3	425	0.7
Technical assistance centers	60,494	1.9	66,724	1.5	935	2.0	1,151	2.0
Volunteer bureaus	2,712	0.1	4,790	0.1	129	0.3	157	0.3
Youth development organizations	40,225	1.2	70,155	1.6	976	2.1	1,344	2.3

NA - Not available.

Note: Represents about 57 percent of foundation giving. Grants may support multiple recipient types, i.e., an award to a university library, and would thereby be counted twice. See table 1-27 for methodological note.

Source: (1989) The Foundation Center, Foundation Giving, 1st edition, 1991; (1990) Foundation Grants Index, 20th edition, 1991/1992, New York, NY, p. xvii, as provided by Steven Lawrence, Research Assistant, The Foundation Center, December 1991.

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Table 1-32.
Growth of United Arts Funds (UAF's), selected years: 1965-1990

Year	Number of United Arts Funds	Dollars raised (current)	Dollars raised (constant 1985 dollars)
		(in millions)	
1965	12	2.52	8.6
1970	18	7.15	19.81
1975	31	14.39	28.78
1980	48	25.74 (a)	33.72
1983	57	42.31 (b)	45.69
1984	58	47.48 (c)	49.38
1985	60	51.50 (d)	51.50
1988	61	67.60 (e)	61.48
1989	61	76.00 (f)	66.70
1990	63	83.90	69.98

(a) Totals for 43 UAFs in 1980 and 1982. Binghamton, NY and Winston-Salem, NC conducted 3-year combined UA/capital fund drives which raised an additional $10.64 million in 1980-82.

(b) Totals for 50 UAF's.

(c) Totals for 49 UAF's. Additionally, Catawba County, NC, raised $2.86 million in a combined UAF/capital fund drive.

(d) Totals for 57 UAF's.

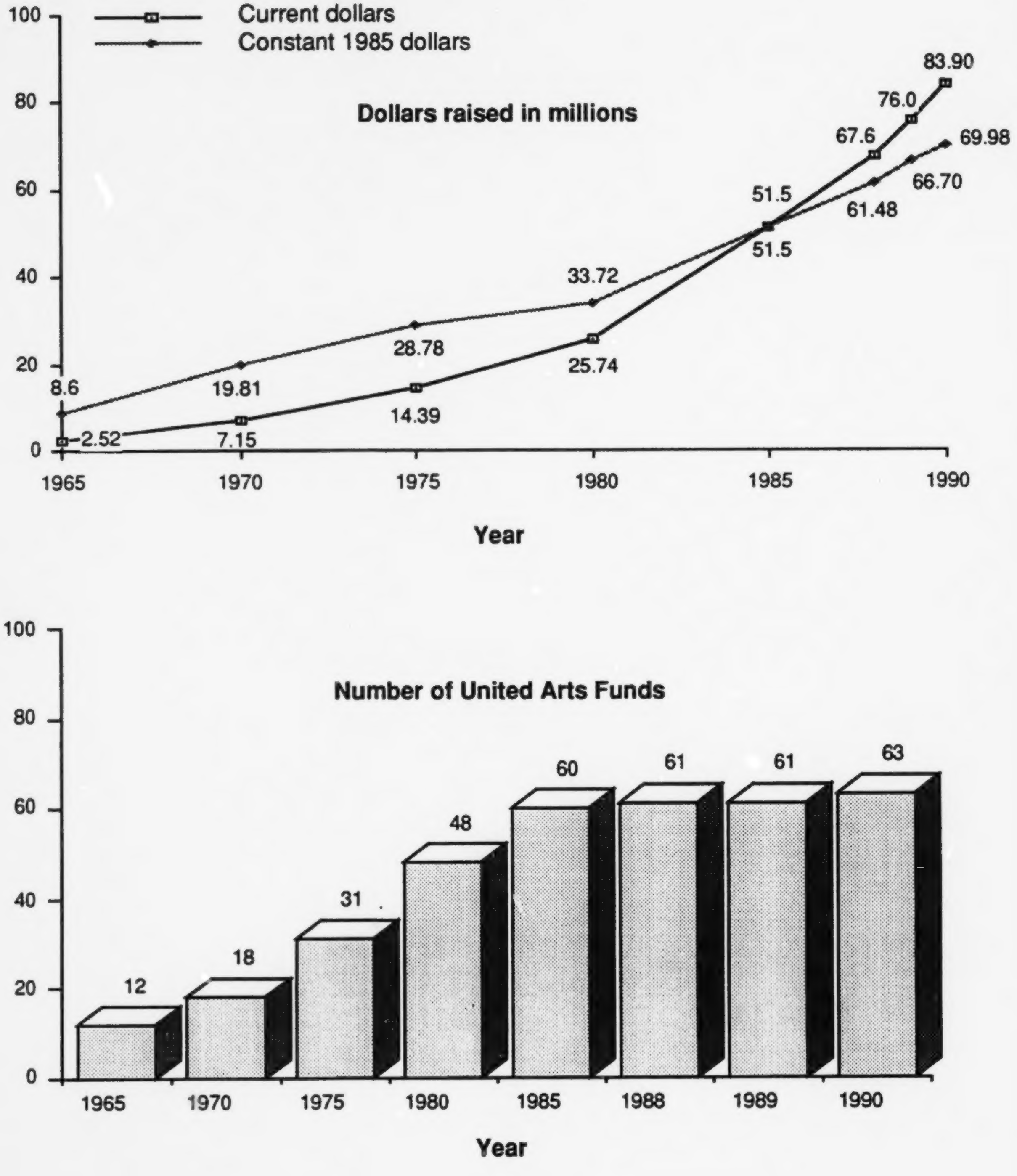
(e) Total for 61 UAF's.

(f) Total for 55 UAF's.

Source: American Council for the Arts, United Arts Fundraising, 1988, New York, NY, 1989, figure 1, p. 1 (Copyright); (1989) American Council for the Arts, United Arts Fundraising, 1989, New York, NY, 1990, figure 6, p. 4 (Copyright); (1990) American Council for the Arts, United Arts Fundraising, 1990, New York, NY, 1991, p. 2 (Copyright).

1989 Edition
Updates Chart 1-12.

Chart 1-12.
Growth of United Arts Funds: 1965-1990



Source: American Council for the Arts; See table 1-32 for full citation.

Table 1-33.
Selected characteristics of United Arts Funds (UAF's) campaigns: 1988-1990 (continued on next page)

	Number of United Arts Funds having type of campaigns*		
Types of campaigns	1988 (N=61)	1989 (N=51)	1990 (N=50)
Business	61	51	59
Corporate-only campaigns	7	6	8
Workplace solicitation	20	26	30
Payroll deduction	15	19	21
Government			
Included in campaign	19	19	12
Private foundations	36	35	33
Special events	17	19	11

	Number of United Arts Funds using procedures		
Procedures used to distribute funds	1988 (N=61)	1989 (N=51)	1990 (N=50)
Review by United Arts Board or Board committee	30	39	47
Review by independent committee	6	7	7
Review by United Arts Fund Staff	1	NA	NA

	Number of United Arts Funds specified percent of goal		
Percent of goal raised	1988 (N=61)	1989 (N=51)	1990 (N=50)
<90	7	5	9
90<95	8	4	6
95<100	6	6	6
100<105	24	29	21
105<110	3	4	1
>110	1	1	3

NA - Not available.

*A fund may have more than one type of campaign and procedures for fund distribution.

Table 1-33.
Selected characteristics of United Arts Funds (UAF's) campaigns: 1988-1990 (continued from previous page)

	1988 (N=61)		1989 (N=51)		1990 (N=50)	
Amount of contribution by source	Thousands of dollars	Percent of total	Thousands of dollars	Percent of total	Thousands of dollars	Percent of total
Corporate	31,345.3	50.9	36,732.9	50.8	38,850.1	50.4
Individuals	19,967.5	32.0	22,845.0	31.6	25,216.2	32.7
Government	4,122.4	6.6	5,455.2	7.5	5,801.2	7.5
Private foundations	4,750.1	7.6	5,324.9	7.4	4,448.4	5.8
Special events	1,396.5	2.2	1,100.5	1.5	1,763.9	2.3
Corporate matching funds	806.3	1.3	819.0	1.1	1,035.6	1.3
Total	62,388.1	100.0	72,277.5	100.0	77,115.4	100.0

Mean size of gifts by profession	Number of United Arts Funds reporting	Average gift in dollars	Number of United Arts Funds reporting	Average gift in dollars	Number of United Arts Funds reporting	Average gift in dollars
Physicians	18	124.87	20	124.04	18	112.13
Attorneys	22	137.28	23	142.64	21	105.45
Accountants	21	233.38	NA	95.50	NA	116.90
Investment Professionals	11	152.64	NA	145.18	NA	203.02
Realtors	12	129.95	NA	131.90	NA	128.07

NA - Not available.

Note: Percents may not add to 100 because of rounding.

Source: (1988) American Council for the Arts, United Arts Fundraising 1988, New York, NY, 1989, figures 3, 5, 11, 13, and 16, pp. 3, 4, 6, 7, and 8 (Copyright); (1989) American Council for the Arts, United Arts Fundraising 1989, New York, NY, 1990, figures 8, 10, 16, 18, and 21, pp. 6, 7, 9, 10, and 11. (Copyright); (1990) American Council for the Arts, United Arts Fundraising 1990, New York, NY, 1991, figures 5, 7, 13, 15, and 18, pp. 4, 5, 7, 8, and 9 (Copyright).

Methodological note: United Arts Funds are service organizations which raise money for the operating support of at least three separate arts organizations. The monies raised are then allocated among these groups according to a predetermined method. Some groups also set aside a portion of the funds to be awarded for project grants. Such collective efforts may represent groups within a community or an arts center, or may be conducted on behalf of a particular art form. Since the first United Arts Fund was created in 1949, these organizations have grown in number at an accelerated pace, particularly since 1965, when 12 organizations raised a combined $2.52 million for the arts. The data in the tables are based on information received from 61 of the 64 United Arts Funds which conducted campaigns in 1988, 51 of the 61 United Arts Funds which conducted campaigns in 1989, and 50 of the 63 United Arts Funds which conducted campaigns in 1990.

Table 1-34.
Top ten cities for selected aspects of United Arts Fund raising: 1988-1990 (continued on next page)

1988

Top ten cities	Total dollars raised (in thousands)
1. Music Center (LA)	13,025.1
2. Lincoln Center, NY	5,181.9
3. Milwaukee, WI	5,110.6
4. Cincinnati, OH	4,519.4
5. Atlanta, GA	3,200.0
6. Louisville, KY	3,075.0
7. St. Louis, MO	2,486.0
8. Birmingham, AL	2,005.0
9. Charlotte, NC	1,903.3
10. Omaha, NE	1,882.3

Top ten cities	Percent of goal raised
1. Battle Creek, MI	121.8
2. St. Joseph, MO	107.6
3. Charlotte, NC	105.7
4. Ft. Wayne, IN	105.4
5. Memphis, TN	104.8
6. Canton, OH	104.5
7. Winston-Salem, NC	104.3
8. Louisville, KY	102.5
9. Mobile, AL	102.4
10. Asheville, NC	102.3

Top ten cities	Per capita giving (in dollars)
1. Winston-Salem, NC	5.63
2. Louisville, KY	4.39
3. Charlotte, NC	4.14
4. Chattanooga, TN	3.53
5. High Point, NC	3.31
6. Omaha, NE	3.05
7. Greensboro, NC	3.04
8. Battle Creek, MI	3.01
9. Birmingham, AL	2.93
10. Durham, NC	2.65

Top ten cities	Total dollars raised from business (in thousands)
1. Music Center (LA)	5,596.2
2. Lincoln Center, NY	4,812.7
3. Milwaukee, WI	2,246.2
4. Hartford, CT	1,516.2
5. Cincinnati, OH	1,500.8
6. Seattle, WA	1,397.0
7. St. Louis, MO	1,339.0
8. Louisville, KY	1,222.5
9. Omaha, NE	1,183.3
10. Charlotte, NC	941.1

Top ten cities	Amount raised compared to United Way (percent)
1. Parkersburg, WV	34.7
2. Milwaukee, WI	24.6
3. Orlando, FL	21.5
4. Ft. Wayne, IN	17.8
5. Winston-Salem, NC	17.5
6. Music Center (LA)	15.6
7. Omaha, NE	15.2
8. Charlotte, NC	13.5
9. Birmingham, AL	13.4
10. Chattanooga, TN	12.6

Top ten cities	Dollars raised from individuals (in thousands)
1. Music Center (LA)	5,660.9
2. Cincinnati, OH	2,698.4
3. Milwaukee, WI	2,247.4
4. Louisville, MO	1,599.5
5. St. Louis, MO	986.0
6. Charlotte, NC	953.9
7. St. Paul, MN	641.5
8. Dayton, OH	603.6
9. Ft. Worth, TX	529.2
10. Winston-Salem, NC	462.5

Table 1-34.
Top ten cities for selected aspects of United Arts Fund raising: 1988-1990 (continued from previous page)

1989

Top ten cities		Total dollars raised (in thousands)
1.	Music Center (LA)	14,284.5
2.	Orlando, FL	6,870.0
3.	Lincoln Center, NY	5,593.5
4.	Milwaukee, WI	5,513.8
5.	Cincinnati, OH	4,880.6
6.	Louisville,KY	3,401.0
7.	Atlanta, GA	3,333.0
8.	Birmingham, AL	2,602.8
9.	St. Louis, MO	2,506.0
10.	Charlotte, NC	2,125.0

Top ten cities		Percent of goal raised
1.	New Orleans, LA	112.6
2.	Lexington, NC	108.2
3.	Erie, PA	106.3
4.	Charlotte, NC	105.9
5.	Lexington, KY	105.2
6.	Harrisburg, PA	104.9
7.	Canton, OH	104.3
8.	Atlanta, GA	104.2
9.	Birmingham, AL	104.1
10.	Lincoln Center, NY	103.6

Top ten cities		Per capita giving (in dollars)
1.	Orlando, FL	6.97*
2.	Winston-Salem, NC	6.13
3.	Louisville, KY	4.86
4.	Charlotte, NC	4.54
5.	Milwaukee, WI	3.94
6.	Greensboro, NC	3.85
7.	Birmingham, AL	3.80
8.	Chattanooga, TN	3.74
9.	Wausau, WI	3.43
10.	High Point, NC	3.37

Top ten cities		Total dollars raised from business (in thousands)
1.	Music Center (LA)	5,558.2
2.	Lincoln Center, NY	5,132.5
3.	Orlando, FL	3,700.0
4.	Milwaukee, WI	2,355.0
5.	Cincinatti, OH	1,577.8
6.	Hartford, CT	1,535.1
7.	Seattle, WA	1,499.5
8.	St. Louis, MO	1,348.7
9.	Louisville, KY	1,293.9
10.	New Orleans, LA	1,115.0

Top ten cities		Amount raised compared to United Way (percent)
1.	Louisville, KY	23.5
2.	Parkersburg, WV	23.4
3.	Chatauqua County, NY	23.3
4.	Fort Wayne, IN	19.2
5.	Music Center (LA)	16.1
6.	Winston-Salem, NC	15.2
7.	Duluth, MN	14.0
8.	Omaha, NE	13.3
9.	Cincinnati, OH	11.9
10.	Canton, OH	11.1

Top ten cities		Dollars raised from individuals (in thousands)
1.	Music Center (LA)	7,506.3
2.	Cincinnati, OH	2,804.3
3.	Milwaukee, WI	2,318.0
4.	Louisville, KY	1,904.0
5.	Charlotte, NC	1,122.0
6.	Orlando, FL	1,100.0
7.	St. Louis, MO	989.0
8.	St. Paul, MN	610.0
9.	Winston-Salem, NC	581.6
10.	Oklahoma City, OH	496.1

*Orlando raises all contributed income for its member groups.

Table 1-34.
Top ten cities for selected aspects of United Arts Fund raising: 1988-1990 (continued from previous page)

1990

Top ten cities	Total dollars raised (in thousands)
1. Music Center (LA)	15,347.5
2. Orlando, FL	7,017.7
3. Milwaukee, WI	5,908.8
4. Lincoln Center, NY	5,876.6
5. Cincinnati, OH	5,116.1
6. Louisville, KY	3,800.0
7. Atlanta, GA	3,610.7
8. Birmingham, AL	3,009.0
9. St. Louis, MO	2,528.4
10. Charlotte, NC	2,315.0

Top ten cities	Percent of goal raised
1. New Orleans, LA	176.2
2. Battle Creek, MI	122.5
3. Birmingham, AL	120.4
4. Wausau, WI	109.5
5. Jackson, TN	103.2
5. Atlanta, GA	103.2
6. Charlotte, NC	102.9
7. Oklahoma City, OK	102.7
8. Louisville, KY	102.6
9. Music Center (LA)	102.3

Top ten cities	Per capita giving (in dollars)
1. Orlando, FL	6.54*
2. Winston-Salem, NC	6.01
3. Louisville, KY	5.43
4. Charlotte, NC	4.77
5. Birmingham, AL	4.62
6. Battle Creek, MI	4.52
7. Wausau, WI	4.11
8. Chattanooga, TN	4.09
9. Greensboro, NC	3.76
10. Milwaukee, WI	3.65

Top ten cities	Total dollars raised from business (in thousands)
1. Music Center (LA)	7,857.0
2. Cincinnati, OH	3,051.0
3. Milwaukee, WI	2,679.5
4. Louisville, KY	2,243.6
5. Orlando, FL	1,281.7
6. Charlotte, NC	1,250.0
7. St. Louis, MO	1,023.4
8. Birmingham, AL	750.0
9. Dayton, OH	669.8
10. Ft. Worth, TX	617.7

Top ten cities	Amount raised compared to United Way (percent)
1. Milwaukee, WI	24.3
1. Parkersburg, WV	24.3
2. Ft. Wayne, IN	19.3
3. Birmingham, AL	17.5
4. Duluth, MN	16.8
5. Music Center (LA)	16.2
6. Catawba County, NC	15.5
7. Winston-Salem, NC	14.4
8. Oklahoma City, OK	13.1
9. Charlotte, NC	12.9

Top ten cities	Dollars raised from individuals (in thousands)
1. Music Center (LA)	5,863.5
2. Lincoln Center, NY	5,467.7
3. Orlando, FL	2,825.6
4. Milwaukee, WI	2,663.9
5. Seattle, WA	1,840.2
6. New Orleans, LA	1,750.9
7. Cincinnati, OH	1,546.7
8. Hartford, CT	1,482.1
9. Louisville, KY	1,436.4
10. St. Louis, MO	1,313.4

*Orlando raises all contributed income for its member groups.

Source: (1988) American Council for the Arts, United Arts Fundraising, 1988, New York, NY, 1989, figures 8, 9, 11, 12, 13, and 14, pp. 5-7. (Copyright); (1989) American Council for the Arts, United Arts Fundraising, 1989, New York, NY, 1990, figures 12, 13, 14, 17, 19, and 20, pp. 8-11. (Copyright); (1990) American Council for the Arts, United Arts Fundraising, 1990, New York, NY, 1991, figures 9, 10, 11, 14, 16, and 17, pp. 6-9 (Copyright).

1989 Edition
Updates table 1-35

Table 1-35.
Total corporate contributions and estimated corporate contributions to the arts: 1975-1990

Year	Total contributed	Contributions as percentage of pretax net income	Percentage of total contributions given to arts (a)	Estimated amount given to the arts (b)
	(in billions of dollars)			(in millions of dollars)
1975	1.20	0.91	7.5	90
1976	1.49	0.89	8.2	122
1977	1.79	0.89	9.0	161
1978	2.08	0.89	10.1	211
1979	2.29	0.89	9.9	227
1980	2.36	0.99	10.9	257
1981	2.51	1.11	11.9	299
1982	2.91	1.71	11.4	331
1983	3.63	1.75	11.4	413
1984	4.06	1.69	10.7	434
1985	4.47	1.99	11.1	496
1986	5.18 (c)	2.33 (c)	11.9	616
1987	4.98 (c)	1.81 (c)	10.8	538
1988	5.40	1.71	11.2	605
1989	5.60	1.82	11.1	622
1990	5.90	1.94	11.9	702

(a) Based on a sample of corporations giving over $100,000. Composition of sample varies from year to year (see table 1-36).

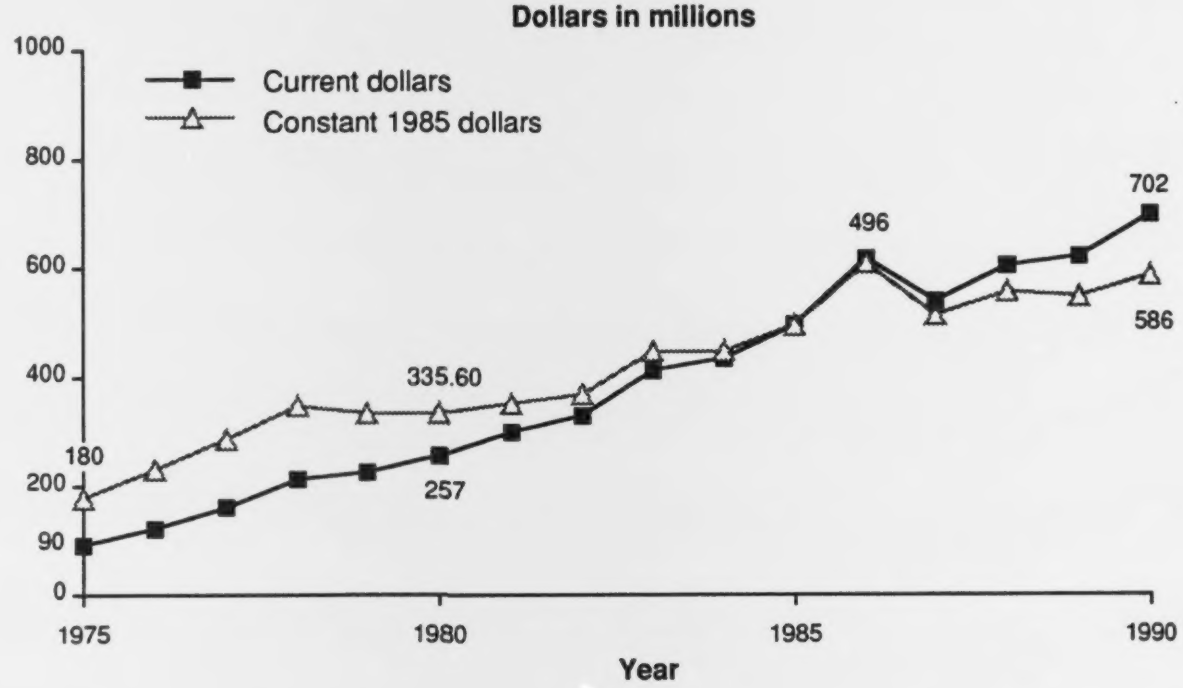
(b) Calculated based on a total contributions and estimated percent given to arts. Changes may reflect differences in the sample for the year on which percentages are based.

(c) 1986 figure likely includes some gifts made in 1987, but reported on 1986 corporate returns for tax purposes. Reasonable estimate in 1986 is $4.870, for 1.77 percent of income.

Source: Data from 1975-1983 are taken from Michael Useem, "Trends and Preferences in Corporate Support for the Arts," in Guide to Corporate Giving in the Arts: 4, Robert Porter, editor, American Council for the Arts, New York, NY, 1987, table 1, p. x. Data for 1984 to 1988 are taken from the original sources: Conference Board, Annual Survey of Corporate Contributions, 1989 Edition Conference Board, New York, 1989, and from 1989 Giving USA, American Association of Fund Raising Counsel AAFRC Trust for Philanthropy, New York, NY, 1989, p. 68; (1989, 1990 and some revised figures for 1986-1988) Giving USA, Annual Report on Philanthropy for the Year 1990, American Association of Fund Raising Counsel, Inc. AFFRC/Trust for Philanthropy, New York, NY, 1990, p. 88.

Observational note: The linkage of company giving to earnings is a product of the way large firms generally set their contributions level. The size of the budget is often keyed to the previous year's before-tax earnings. During the 1970's, companies typically allocated about 1 percent of their pretax income to nonprofit causes. In the 1980's, however, the 1 percent convention was gradually supplanted by a 2 percent rule. Thus, when a company's pretax profits rose by $1 million, its contributions budget typically mirrored the growth, with some 2 percent ($20,000) added to the annual giving total. Of course when a bad year followed a good year, the reverse prevailed as well. This note is taken from Guide to Corporate Giving in the Arts as cited above.

Chart 1-13.
Corporate contributions to the arts: 1975-1990



Source: Michael Useem, "Trends and Preferences in Corporate Support for the Arts"; See table 1-35 for full citation.

1989 Edition
Revises Table 1-36

Table 1-36.
Beneficiaries of corporate support: 1986-1990 (continued on next page)

	1986 370 companies		1987 325 companies		1988 356 companies		1989 333 companies		1990 330 companies	
Beneficiary	Thousands of of dollars	Percent of total	Thousands of dollars	Percent of total	Thousands of dollars	Percent of total	Thousands of dollars	Percent of totals	Thousands of dollars	Percent of totals
Health and Human Services										
Federated giving	225,944	13.5	203,582	12.3	234,045	14.2	218,250	11.9	262,628	12.8
National health organizations									8,660	0.4
National human services organizations									11,688	0.6
National youth organization									14,721	0.7
Hospitals	27,620	1.6	31,071	1.9	35,249	2.1	33,298	1.8	25,859	1.3
Local health and human services									52,812	2.6
Matching gifts to health and human services	5,527	0.3	4,439	0.3	10,283	0.6	7,024	0.4	11,510	0.6
All other health and human services	209,599	12.5	211,423	12.7	200,614	12.2	222,402	12.2	191,931	9.4
Total health and human services	468,650	28.0	450,515	27.2	480,191	29.2	480,974	26.4	580,209	28.3
Education										
Unrestricted institutional operating grants									57,353	2.8
Student financial aid funded through college									25,287	1.2
General department grants									64,546	3.1
Project or research grants									47,803	2.3
Capital grants									35,555	1.7
Grants to state and national fund raising groups									12,431	0.6
Matching gifts to higher education									105,458	5.1
Unspecified for higher education									62,040	3.0
Total higher education	400,405	23.9	290,873	17.5	275,545	16.7	318,373	17.5	410,473	20.0
Preschool									2,684	0.1
Public schools									29,747	1.5
Private schools									2,731	0.1
Matching gifts to precollege									7,400	0.4
Unspecified for precollege									14,380	0.7
Total precollege	30,873	1.8	25,232	1.5	41,591	2.5	53,200	2.9	56,941	2.8
Scholarships and fellowships	37,145	2.2	39,934	2.4	43,681	2.7	36,252	1.9	27,763	1.4
Education-related organizations									9,647	0.5
All other organizations									22,601	1.1
Total for education-related organizations	30,688	1.8	33,779	2.0	55,874	3.4	40,468	2.2	32,248	1.6
All other education	111,436	6.7	112,072	6.7	89,169	5.4	136,504	7.5	246,743	12.0
Unspecified matching gifts to education	107,436	6.4	108,257	6.5	108,190	6.6	114,984	6.3	15,011	0.7
Total education	717,983	42.9	610,146	36.8	614,050	37.3	699,781	38.4	789,179	38.5

Table 1-36.
Beneficiaries of corporate support: 1986-1990 (continued from previous page)

Beneficiary	1986 370 companies		1987 325 companies		1988 356 companies		1989 333 companies		1990 330 companies	
	Thousands of of dollars	Percent of total	Thousands of dollars	Percent of total	Thousands of dollars	Percent of total	Thousands of dollars	Percent of totals	Thousands of dollars	Percent of totals
Culture and Art										
Arts funds and councils									8,581	0.4
Cultural centers									10,126	0.5
Dance									5,112	0.2
Libraries									2,119	0.1
Museums and historical societies									37,603	1.8
Music									20,116	1.0
Public TV and radio									14,596	0.7
Theater									11,835	0.6
Matching gifts to culture and arts	14,782	0.9	13,601	0.8	18,209	1.1	20,004	1.1	21,886	1.1
All other culture and art	183,972	11.0	165,004	9.9	165,384	10.0	181,199	10.0	111,388	5.4
Total culture and art	198,754	11.9	178,605	10.8	183,592	11.2	201,203	11.1	243,605	11.9
Civic and Community										
Community improvement	72,622	4.3	53,356	3.2	51,335	3.1	87,009	4.7	43,041	2.1
Environment and ecology	35,953	2.1	44,026	2.7	17,349	1.1	11,710	0.6	18,710	0.9
Housing	8,237	0.5	6,395	0.4	9,876	0.6	10,238	0.6	12,094	0.6
Justice and law	7,033	0.4	6,808	0.4	5,711	0.3	4,744	0.3	8,426	0.4
Public policy organizations	15,711	0.9	22,004	1.3	20,918	1.3	25,601	1.4	20,074	1.0
Matching gifts to civic and community							12,790	0.7	4,016	0.2
All other civic and community	80,833	4.8	103,536	6.2	106,922	6.5	101,426	5.5	147,811	7.2
Total civic and community	220,479	13.2	236,124	14.2	212,111	12.9	253,518	13.9	254,539	12.4
Other									58,188	2.8
Unspecified matching gifts									88,712	4.3
Total other	68,119	4.1	182,992	11.0	118,414	7.2	140,062	7.6	146,900	7.2
Unspecified					37,331	2.3	44,538	2.4	37,037	1.8
Grand total	1,673,985		1,658,382		1,645,689		1,820,077		2,051,469	

Note: When data for 1987 were collected, many of the subcategories of the five beneficiaries of corporate support were combined to reduce the complexity of reporting and to provide a clear summary of the major subcategories. Subcategories may not add to totals due to rounding.

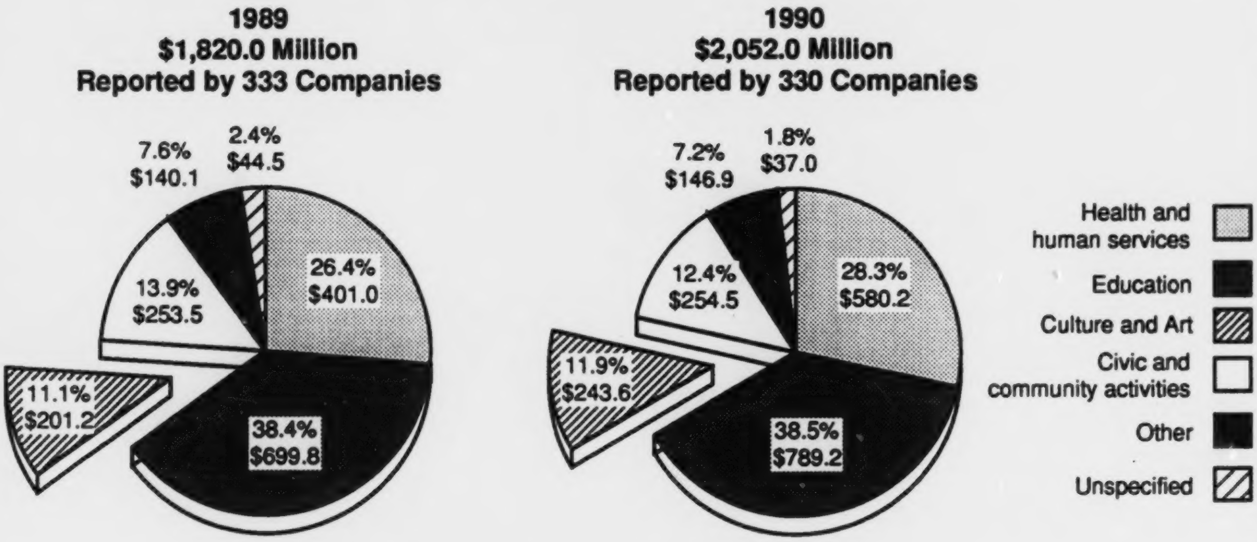
Source: (1986-1990) Conference Board, Annual Survey of Corporate Contributions, 1990 Edition, table 3, unpublished data, provided by Maria Buenaventure, January 1992.

Methodological note: Sample. The Survey of Corporate Contributions studies the contributions practices of companies with major charitable giving programs--programs which donate at least $100,000 annually--which, in general, operate according to established guidelines for giving; and have some institutional continuity. Such major programs tend to be found among the largest companies, and therefore, the sample for the survey is based on lists of the largest U.S. corporations.

The Conference Board mailed questionnaires in March 1991 to the Fortune 1000, to all previous cooperators, and to 100 foreign firms with major subsidiaries in the U.S. The questionnaire was addressed to a named contributions manager whenever possible. There was some followup with companies that failed to report 1990 data, but that had provided 1989 data. A total of 338 usable questionnaires returned for 1990 −a response rate of 23 percent. In 1989, 333 questionnaires were returned. The aggregate contributions reported by 1990 survey participants/amount to ($2,051,469) 34 percent of the estimated total contributions by all U.S. corporations.

See Chart 1-14 for 1986 and 1987 data.

Chart 1-14.
Distribution of the Corporate Contributions dollar: 1989 and 1990



Contributions in Millions of Dollars

Note: Based on corporations responding to Conference Board Survey. To be included in survey, corporation had to contribute $100,000 or more per year.

Source: Conference Board, Annual Survey of Corporate Contributions, Chart 3; See table 1-36 for full citation.

1989 Edition
See table 1-37 for 1986-1987 data

Table 1-37.
Comparison of corporate contributions in matched sample of 233 companies making contributions of $100,000 or more: 1989 and 1990

Beneficiary	1989 Median contributions expenditure	1989 Contributions to beneficiary as percent of total contributions (Median)	1990 Median contributions expenditure	1990 Contributions to beneficiary as percent of total contributions (Median)	Median percent change 1989-1990
	(in thousands of dollars)		(in thousands of dollars)		
Health and human services	836,495	33.8	814,543	33.7	2.9
Education	864,698	32.8	818,852	31.3	6.1
Culture and art	317,500	10.4	256,163	10.0	3.8
Civic and community	255,425	10.6	309,000	11.3	3.7
Other	45,008	1.4	31,657	1.2	-38.8
Total	2,863,884	*	2,914,103	*	5.0

Note: Comparison is based on survey results of 233 companies reporting in both years. Companies had to make contributions of $100,000 or more to be included in study. See table 1-36 for methodological note.

*Since subcategory percentages are medians rather than sums, they do not add to 100 percent.

Source: Conference Board, Survey of Corporate Contributions, 1990 Edition, unpublished data provided by Maria Buenaventura, New York, January 1992.

Observational note: Giving to cultural and arts organizations declined somewhat in 1987, both in aggregate dollars and in percentage of total contributions. Among the matched sample, total dollars declined about 5 percent, and the percentage dropped about 1 point, from 12 percent to 11 percent. The median dollar value of contributions in this category also declined for the matched-case companies, from $153,000 to $134,000. Despite the declines, giving to the arts remained within the range it has held for the last 10 years (between 10 percent and 12 percent of total contributions).

Cultural giving tends to be stronger among companies in the service sector, which overall gave over 15 percent of total contributions to the arts, compared to about 9 percent for manufacturers.

Matching gifts to cultural and arts groups were reported by about one-third of the respondents, with a median dollar value of $45,000. Matching gifts accounted for less than 1 percent of total contributions. Note taken from source cited above.

1989 Edition
Updates Table 1-38

Table 1-38.
Distribution of corporate contributions by headquarters region: 1990

Region (a)	Number of companies	Total contributions	Health and Human Services: Federated campaigns	Health and Human Services: Other Health and Human Services	Health and Human Services: Total Health and Human Services	Education	Culture and Arts	Civic and community	Other	Unspecified (b)
	(number)	(millions of dollars)				(percent)				
New England (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut)	32	213.4	16	8	30	38	10	12	9	1
Mid-Atlantic: (New York, New Jersey, Pennsylvania)	74	636.3	12	10	28	39	14	11	8	0
East North Central: (Illinois, Ohio, Indiana, Michigan, Wisconsin)	79	510.1	11	10	25	44	10	14	6	4
West North Central: (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota)	34	192.3	12	12	30	30	18	14	5	4
South Atlantic: (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Puerto Rico, Virgin Islands)	36	135.6	13	10	28	40	14	12	6	1
East South Central: (Alabama, Kentucky, Mississippi, Tennessee)	9	15.5	9	12	24	45	12	9	10	0
West South Central: (Arkansas, Louisiana, Oklahoma, Texas)	24	130.6	17	2	26	42	8	13	6	5
Mountain: (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)	4	5.3	9	6	18	22	6	40	14	1
Pacific: (Alaska, California, Guam, Hawaii, Oregon, Washington)	38	212.3	16	12	34	38	9	11	9	0
Total	330	2,051.4	13	10	28	38	12	12	7	2

Note: See table 1-36 for methodological note. Based on survey of corporations giving $100,000 or more.

(a) Total for a region may not add to 100 percent because of rounding.

(b) New category.

Source: Conference Board, Annual Survey of Corporate Contributions, 1990 Edition, table 25, unpublished data provided by Maria Buenaventura, New York, January 1992.

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New Inclusion

Table 1-39.
International comparisons of individual, corporation, and foundation contributions of Canada, United Kingdom, and United States, selected years: 1977, 1982, and 1985

Year and country	Percentage distribution				Total contributions	
	Individuals	Corporations	Foundations	Percent	In country's currency	As percentage of gross domestic product
					(in millions)*	
1977						
Canada	85.8	9.1	5.1	100	1,474	0.68
United Kingdom	82.3	5.6	12.1	100	769	0.53
United States	88.6	5.4	6.0	100	33,340	1.70
1982						
Canada	88.3	6.4	5.3	100	2,547	0.68
United Kingdom	80.0	5.6	14.4	100	1,238	0.45
United States	88.9	5.3	5.8	100	54,590	1.75
1985						
Canada	88.0	7.2	4.8	100	3,467	0.72
United Kingdom	81.3	5.9	12.8	100	1,920	0.55
United States	87.6	5.9	6.5	100	75,540	1.90

*In millions of dollars for Canada and United States and millions of pounds for United Kingdom.

Sources: American Association of Fund-Raising Counsel Trust for Philanthropy, Giving USA, 1989 Edition (copyright), Bureau of Economic Analysis, Survey Of Current Business, July 1986 and July 1988, and The National Income and Product Accounts of the United States, 1929-1982, September 1986, Tables 1.7 and 3.1 and see notes for Table 1.7 at end of Chapter One. The Canadian Centre for Philanthropy, Canada Gives, 1988; and American Association of Fund-Raising Counsel Trust for Philanthropy, Giving USA, 1989 Edition; and Table 3.3 Economic Report Of The President; 1989. As included in Virginia A. Hodgkinson and Murray S. Weitzman, Dimensions of the Independent Sector: A Statistical Profile, INDEPENDENT SECTOR, Third Edition, Washington, D.C., 1989, table 4.34, p. 119.

Table 1-40.
Percentage of population 18 years old and older volunteering by activity area: 1985 and 1987

	Volunteer assignments among the population			
	1985		1987	
Area of volunteer activity	Percentage reporting assignments	Distribution among areas	Percentage reporting assignments	Distribution among areas
Arts, culture, and humanities	4	3.4	5	3.6
Civic, social, and fraternal associations	8	6.8	9	7.3
Community action	4	3.4	4	2.9
Education	13	11.1	13	10.1
General fund raising	11	9.4	16	12.7
For education	NA	NA	2	1.9
For health	NA	NA	6	5.0
For multipurpose human welfare services	NA	NA	4	3.0
For other	NA	NA	4	2.8
Health	9	7.7	11	8.3
Informal-alone	19	16.2	19	14.5
International, foreign	NA	NA	2	1.2
Other	(b)	(b)	1	0.5
Political organizations	4	3.4	5	3.7
Private and community foundations	NA	NA	1	0.8
Recreation	10	8.6	10	7.7
Religious organizations	23	19.7	21	15.9
Social services and welfare	8(c)	7.0(c)	9	7.0
Work-related organizations	4	3.4	5	3.9
Total (a)	117	100.1	131	100.1

NA - Not available.

(a) Percentage columns do not equal 100 percent because of multiple responses and distribution among areas does not equal 100 percent because of rounding.

(b) Less than one-half of one percent.

(c) Includes justice not shown separately for 1987.

Sources: INDEPENDENT SECTOR, AMERICANS VOLUNTEER 1985, and Hodgkinson, Weitzman, and the Gallup Organization, Inc., Giving and Volunteering in the United States: 1988 Edition. As included in Virginia A. Hodgkinson and Murray S. Weitzman, Dimensions of the Independent Sector: A Statistical Profile, INDEPENDENT SECTOR, Third Edition, Washington, D.C., 1989, Table 4.3, p. 79.

1989 Edition
Revision of Table 1-40

Table 1-41.
Area of volunteer activity by type of organization in the past twelve months: March 1988

Area of volunteer activity (excluding informal, alone and other)	Full-time-equivalent volunteers	(a)	Sector								
			Private sector				Government sector				
			For profit	Nonprofit							
				Independent sector							
			All	Religious	Other than religious	Other nonprofit	Federal	State	Local	All	Total
	Number (in thousands)	(percent)	(percentage distribution)								
Arts culture and humanities	390	4.5	6.9	15.9	45.6	(b)	1.5	3.6	26.2	31.3	99.7
Civic, social and fraternal associations	753	8.6	2.8	11.6	59.2	(b)	4.1	5.4	16.9	26.4	100.0
Community action	226	2.6	0.9	11.5	52.7	(b)	0.9	10.2	23.9	35.0	100.1
Education (other than fundraising)	1,105	12.6	2.7	18.2	24.5	(b)	0.6	6.2	47.8	54.6	100.0
Fundraising for education	107	1.2	2.8	17.8	23.4	(b)	(b)	7.5	48.6	56.1	100.1
Fundraising for health	273	3.1	4.8	11.0	68.9	(b)	3.3	2.9	9.2	15.4	100.1
Fundraising for multi-purpose human welfare service	201	2.3	4.0	19.9	53.7	(b)	2.0	3.5	16.9	22.4	100.0
Health (other than fundraising)	1,049	12.0	16.1	14.9	42.1	(b)	1.4	6.9	18.6	26.9	100.0
International, foreign	48	0.5	2.1	22.9	54.2	(b)	12.5	2.1	6.3	20.9	100.1
Other fundraising	163	1.9	4.9	23.9	47.2	(b)	0.6	1.2	22.1	23.9	99.9
Political organizations	282	3.2	6.4	(b)	(b)	30.5	22.7	5.7	34.8	63.2	100.1
Private and community foundations	90	1.0	1.1	21.1	72.2	(b)	(b)	(b)	5.6	5.6	100.0
Recreation	913	10.4	3.0	(b)	(b)	58.2	1.0	1.4	36.5	38.9	100.1
Religious organizations	2,092	23.9	0.2	89.3	7.0	(b)	0.3	0.1	3.1	3.5	100.0
Social services and welfare	645	7.4	3.9	18.0	45.4	(b)	1.9	7.0	23.9	32.8	100.1
Work-related organizations	422	4.8	12.1	(b)	(b)	59.5	1.7	13.7	12.8	28.2	99.8
Total (excluding informal alone and other)	8,759	100.0	4.7	30.5	27.2	9.9	2.0	4.3	21.3	27.6	99.9

(a) Full-time-equivalent volunteers are in terms of 1,700 annual hours of volunteering.

(b) Either zero or too small to tabulate.

Source: Hodgkinson, Weitzman and The Gallup Organization, Inc., Giving and Volunteering in the United States, 1988 Edition. As included in INDEPENDENT SECTOR, Dimensions of the Independent Sector: A Statistical Profile, Washington, D.C., 1989, table 7.7, p. 170.

Table 1-42.
Distribution of the number of household contributors by type of charity and by type of organization: 1987

Type of charity	Percentage of all households (a)	All sectors (b)	Private sector					Government sector				
			Independent sector			Other non-profit organizations	For profit organizations		Federal	State		
			All	Religious institutions	Other charitable or organizations	All	All	All	All	All	State	Local
			(in percentages)									
Arts, culture, and humanities	8.0	100.0	68.8	11.5	57.3	(c)	6.9	24.2	(c)	24.2	3.3	20.9
Education	15.1	100.0	49.4	21.9	27.5	(c)	1.8	48.8	0.8	48.0	13.0	35.0
Environment	10.8	100.0	68.0	5.1	62.9	(c)	1.6	30.4	6.0	24.4	6.0	18.4
Health	23.9	100.0	79.7	10.4	69.3	(c)	2.8	17.5	1.8	15.7	5.4	10.3
Human services	23.9	100.0	84.1	15.6	68.5	(c)	2.3	13.6	2.4	11.2	2.9	8.3
International, foreign	4.2	100.0	83.1	29.4	53.7	(c)	1.2	15.5	11.3	4.2	0.9	3.3
Private and community foundations	4.8	100.0	77.4	26.0	51.4	(c)	1.9	20.7	(c)	20.7	2.3	18.4
Public and societal benefit	6.5	100.0	70.9	11.9	59.0	(c)	1.0	28.0	8.2	19.8	3.6	16.2
Religion	52.5	100.0	97.8	94.3	3.5	(c)	0.5	1.6	0.1	1.5	0.1	1.4
Youth development	18.5	100.0	75.4	16.3	59.1	(c)	3.1	21.5	0.8	20.7	3.1	17.6
Distribution of household contributors	NA	100.0	81.2	39.7	41.5	(c)	1.9	16.8	1.8	15.1	3.5	11.6
Distibution of estimated contributions	NA	100.0	88.7	67.1	21.6	(c)	1.2	10.0	0.9	9.0	2.0	7.0

NA - Not applicable.

(a) There were approximately 91 million households in the United States in March 1988 as estimated by the Bureau of the Census.

(b) Totals may not add because of rounding.

(c) Either zero, not available, or may not be applicable.

Source: Hodgkinson, Weitzman, and The Gallup Organization, Inc., Giving and Volunteering in the United States, 1988 Edition; unpublished tables and authors' estimates. As included in Virginia A. Hodgkinson and Murray S. Weitzman, Dimensions of the Independent Sector: A Statistical Profile, INDEPENDENT SECTOR, Third Edition, Washington, D.C., 1989, table 3.6, p. 75.

Table 1-43.
Actual and assigned values for current operating expenditures, wages and salaries, and number of employees: 1987

	Current operating expenditures							
			Wages and salaries			Employment		
	Total (a)		Total			Total	Paid	Volunteer (c)
	Including assigned values	Actual	Including assigned values	Actual	Assigned values	Including assigned values	Employees	Full-time equivalents
Subsector	Amount	Amount	Amount	Amount	Amount	Number	Number (b)	Number
	(in billions of dollars and thousands of employees)							
Subsector								
Health services	148.2	134.2	74.0	61.5	12.5	4,184.0	3,367.0	817
Education/research	71.1	62.3	36.2	28.3	7.9	2,182.3	1,666.3	516
Religious organization	56.3	21.8	38.3	7.5	30.8	2,665.2	650.2	2,015
Social and legal services....	42.4	28.4	25.6	13.1	12.5	2,015.2	1,196.2	819
Civic, social and fraternal organizations	17.7	8.6	11.3	3.2	8.1	899.3	366.3	533
Arts and culture, including public television and radio	9.3	5.2	5.7	2.0	3.7	361.7	121.7	240
Foundations	2.5	1.0	1.7	0.4	1.3	106.2	22.2	84
International activities (d) ..	0.7	(3.1)	0.6	(0.1)	0.6	37.0	(6.5)	37
Total	348.2	261.5	193.4	116.0	77.4	12,450.9	7,389.9	5,061
Percentage distribution-rows								
Health services	100.0	90.6	100.0	83.1	16.9	100.0	80.5	19.5
Education/research	100.0	87.6	100.0	78.2	21.8	100.0	76.4	23.6
Religious organizations	100.0	38.7	100.0	19.6	80.4	100.0	24.4	75.6
Social and legal services....	100.0	67.0	100.0	51.2	48.8	100.0	59.4	40.6
Civic, social and fraternal organizations	100.0	48.6	100.0	28.3	71.7	100.0	40.7	59.3
Arts and culture, including public television and radio	100.0	55.9	100.0	35.1	64.9	100.0	33.6	66.4
Foundations	100.0	40.0	100.0	23.5	76.5	100.0	20.9	79.1
International activities (d) ..	100.0	NA	NA	NA	NA	NA	NA	NA
Total	100.0	75.1	100.0	60.0	40.0	100.0	59.4	40.6
Percentage distribution-columns								
Health services	42.6	51.3	38.3	53.0	16.1	33.6	45.6	16.1
Education/research	20.4	23.8	18.7	24.4	10.2	17.5	22.5	10.2
Religious organizations	16.2	8.3	19.8	6.5	39.8	21.4	8.8	39.8
Social and legal services....	12.2	10.9	13.2	11.3	16.1	16.2	16.2	16.2
Civic, social and fraternal organizations	5.1	3.3	5.8	2.8	10.5	7.2	5.0	10.5
Arts and culture, including public television and radio	2.7	2.0	2.9	1.7	4.8	2.9	1.6	4.7
Foundations	0.7	0.4	0.9	0.3	1.7	0.9	0.3	1.7
International activities (d) ..	0.2	NA	0.3	NA	NA	0.3	NA	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NA - Not applicable.

(a) Under current operating expenditures are shown totals including assigned values for volunteers and actual dollar estimates. The differences between the figures that include assigned values and the actual estimates are the estimates of assigned value for wages and salaries plus an additional 12 percent for fringe benefits (pension programs, vacations, sick leave, unemployment insurance, and others).

(b) Assigned values for volunteers represent the estimates of assigned values of wages and salaries of volunteers plus an additional estimate of 12 percent for fringe benefits (pension programs, vacations, sick leave, unemployment insurance and others).

(c) Full-time-equivalent volunteers 18 years old or older and are assumed to work 1,700 hours per year.

(d) Estimates shown in parenthesis are only for information and are not included in the column totals. It is likely that paid employment and wages and salary are included in other subsectors of the independent sector.

Source: Rudney and Weitzman, "Signficance of Employment and Earnings in the Philanthropic Sector, 1972-1982," and authors estimates; Hodgkinson, Weitzman and The Gallup Organization, Inc. Giving And Volunteering In The United States. 1988 Edition; Americans Volunteer, 1985 (1986); Weitzman, "Measuring the Number of Hours Spent and Dollar Values of Voluntary Activity of Americans," Working Papers, 1983; Economic Report Of The President, 1989, and authors' estimates. As included in Virginia A. Hodgkinson and Murray S. Weitzman, Dimensions of the Independent Sector: A Statistical Profile, INDEPENDENT SECTOR, Third Edition, Washington, D.C., 1989, table 2.7, p. 43.

New Inclusion

Table 1-44a.
National summary of all 501(c)(3) organizations (continued on next page)

Summary:	
Number of organizations (a) (Total number of 501(c)(3) organizations	460,289
Number filing tax returns (Number with a Federal Form 990 or 990-PF on file with the IRS)	242,930
Percentage of all organizations filing tax returns (Percentage with a Federal Form 990 or 990-PF on file with the IRS)	53
Number filing Form 990 tax returns (Number with a Federal Form 990 on file with the IRS)	205,088
Percentage of all organizations filing Form 990 tax returns (Percentage of all organizations with a Federal Form 990 on file with the IRS)	45
Number filing Form 990 tax returns with financial data (Excludes those which file a 990 tax return showing zero for all dollar amounts)	133,602
Percentage of Form 990 filers with tax returns with financial data (Percentage of Form 990 filers with a non-zero return)	65
Number filing Form 990-PF tax returns (Number with a Federal Form 990-PF on file with the IRS)	37,842
Percentage of all organizations filing Form 990-PF tax returns (Percentage of all organizations with a Federal Form 990-PF on file with the IRS)	8
Number filing Form 990-PF tax returns with financial data (Excludes those which file a Form 990-PF tax return showing zero for all dollar amounts)	37,001
Percentage of Form 990-PF filers filing returns with financial data (Percentage of Form 990-PF filers with a non-zero return)	98
Gifts, grants and contributions (b) (Public Support), 990 filers only (c)	(in dollars)
Average	550,719
Median	49,459
Total	73,577,203,542
Annual expenses, 990 filers only (c)	
Average	2,655,009
Median	156,965
Total	354,714,503,475
Assets, 990 filers only (c)	
Average	4,625,145
Median	158,071
Total	617,928,662,198

Note: Included in this analysis are all 501(c)(3) nonprofit organizations which existed to the IRS in 1989. This excludes organizations which had not applied to the IRS for tax-exempt status, including nearly all of the over 350,000 churches, synagogues, temples, and other such religious organizations.

(a) Includes filers and non-filers of 990 tax returns. *Non-filers* are those organizations whose annual revenue is less than $25,000 or those which are religious organizations; both are exempt from filing tax returns.

(b) Gifts, grants, and contributions (Public Support) includes private and government sources.

(c) Includes only those filing a non-zero dollar tax return. *Non-zero dollar tax returns* are those which show an actual dollar amount for either total public support, total expenditures, or total assets. *Zero dollar tax returns* result from organizations filing a return in which a zero (0) has been entered for those three fields. The zero dollar returns are likely to be the result of one of three events: a voluntary submission of a 990 tax returns from organizations which had no filing requirement; returns from organizations which had a filing requirement in previous years; and, returns from religious organizations which do not have to disclose financial information to the U.S. government.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCCS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 5.1.

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New Inclusion

Table 1-44a.
National summary of all 501(c)(3) organizations (continued from previous page)

Methodological note: The Nonprofit Almanac 1992-1993: Dimensions of the Independent Sector is the fourth in a biennial series of statistical profiles on the independent sector in the United States. This report focuses on the independent sector as an important part of American society and provides historical data for the analysis of major trends within the sector. It describes and charts the activities of groups and individuals associated with this sector -- voluntary organizations, foundations, the social responsibility programs of corporations, and people who contribute time and money. The information used in the Nonprofit Almanac comes from a variety of public and private sources. Its purpose is to serve as a general reference volume for staff at voluntary and philanthropic organizations, for policy makers, for scholars and students, and for members of the general public seeking information about this sector.

Data present the results from the INDEPENDENT SECTOR ANALYSIS of the results from several years of annual national samples of the Form 990 tax returns of private foundations and charitable organizations conducted by the Statistics of Income Division (SOI) of the Internal Revenue Service (IRS). The National Center for Charitable Statistics (NCCS) at INDEPENDENT SECTOR has recently completed its first round of classifying more than one million tax-exempt organizations according to the National Taxonomy of Exempt Entities (NTEE), a new national classification system for nonprofit organizations. This system incorporates financial data provided by the IRS from the 990 tax returns, and together with the samples developed by the SOI Division at IRS provides a new base for analyzing the finances of nonprofit institutions. The transition to this new longitudinal base of information is provided in the revised and enlarged edition of the Nonprofit Almanac.

There are 26 major group codes in the National Taxonomy of Exempt Entities. Within each of these major groups, such as the arts, culture, humanities major group, are major subgroups which identify the major purpose or programs of organizations within the major group, such as performing arts or historical societies.

Within the publication, national profiles are provided for 501(c)(3) organizations by the 26 major groups in the NTEE classification system, the 50 states, and a profile of 501(c)(4) organizations. For each of these groups, financial summary data on total assets, total expenditures, total public support, and openings and closings is provided. Information is provided on detailed profiles of finances, and openings and closings for each of the NTEE major groups. Within each NTEE major group, a profile is provided for major subgroups. For example, with the major group of arts, culture and humanities, information is provided on multipurpose institutions, the performing arts, museums, and historical societies, among others.

New Inclusion

Table 1-44b.
Public support, expenses, and assets of 501(c)(3) organizations by National Taxonomy for Exempt Entities (NTEE) major code area (Form 990 Tax return filers only, date circa 1988): 1989

NTEE major area	Number of 990 filers		Public (a) support		Annual expenses		Total assets	
		(percent)	(in millions of dollars)	(percent)	(in millions of dollars)	(percent)	(in millions of dollars)	(percent)
Arts, culture, humanities	12,550	9.8	4,895	7.6	8,525	2.6	19,892	3.9
Education	16,689	13.0	17,670	27.4	59,351	18.3	154,568	30.4
Environment	1,574	1.2	824	1.3	1,118	0.3	3,089	0.6
Animal related	1,644	1.3	606	0,9	1,161	0.4	2,504	0.5
Health - general	14,249	11.1	7,347	11.4	180,705	55.7	210,119	41.4
Mental health	3,530	2.7	1,863	2.9	3,755	1.2	2,430	0.5
Disease, disorder related	2,788	2.2	2,373	3.7	4,564	1.4	6,760	1.3
Medical research	692	0.5	742	1.2	1,913	0.6	9,065	1.8
Crime, legal related	1,799	1.4	1,232	1.9	1,591	0.5	1,070	0.2
Employment, job related	2,012	1.6	985	1.5	2,064	0.6	1,702	0.3
Food, agriculture	1,323	1.0	382	0.6	648	0.2	627	0.1
Housing, shelter	5,570	4.3	1,213	1.9	5,962	1.8	17,843	3.5
Public safety	1,172	0.9	107	0.2	285	0.1	513	0.1
Recreation, sports	6,214	4.8	556	0.9	1,753	0.5	2,307	0.5
Youth development	3,904	3.0	997	1.5	1,958	0.6	3,433	0.7
Human services	18,791	14.6	8,299	12.9	17,318	5.3	20,271	4.0
International, foreign affairs	953	0.7	1,701	2.6	2,227	0.7	1,442	0.3
Civil rights	656	0.5	244	0.4	296	0.1	249	0.0
Community improvement	6,048	4.7	3,398	5.3	5,160	1.6	7,169	1.4
Philanthropy, volunteerism	44	0.0	110	0.2	119	0.0	101	0.0
Science	1,157	0.9	1,594	2.5	4,884	1.5	6,130	1.2
Social science	420	0.3	228	0.4	348	0.1	623	0.1
Public affairs	975	0.8	901	1.4	2,147	0.7	8,539	1.7
Religion related	6,004	4.7	1,638	2.5	6,520	2.0	11,612	2.3
Mutual/membership benefit	297	0.2	152	0.3	454	0.1	2,207	0.4
Unknown, unclassified	17,368	13.5	4,440	6.9	9,601	3.0	13,559	2.7
Total	128,423	100.0	64,497	100.0	324,424	100.0	507,917	100.0
Exclusions (b):								
Community funds/federated giving	2,017		5,170		5,516		9,076	
Philanthropy, 990-PF	39,858		1,214		12,479		152,977	
Mutual benefit organizations	19		1		17,376		78,195	
Foreign	245		2,695		5,157		10,836	
Foreign, 990-PF	41		NA		197		9,582	
Exclusion total	42,180		9,081		40,724		260,666	

NA - Not available.

Note: Column may not add to total due to rounding. See table 1-44a for methodological note.

(a) Gifts, grants, and contributions from private and government sources.

(b) Dollar amounts for organizations which file Form 990-PF, federated fundraising organizations, and community development organizations have been excluded from totals and percentages to avoid double counting of their funds. These organizations generally fund other organizations included in the major portion of the table. Foreign organizations have been excluded as their funds area generally spent in other countries.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCCS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 5.2.

New Inclusion

Table 1-45a.
National summary of all 501(c)(4) organizations by National Taxonomy for Exempt Entities (NTEE) major code area (Form 990 Tax return filers only, data circa 1988): 1989

Summary:	
Number of organizations (a) (Total number of 501(c)(4) organizations	133,336
Number filing tax returns (Number with a Federal Form 990 on file with the IRS)	51,790
Percentage filing tax returns (Percentage with a Federal Form 990 on file with the IRS)	39
Number filing tax returns with financial data (Excludes those which file a tax return showing zero for all dollar amounts)	21,577
Percentage filing tax returns with financial data (Percentage of all Form 990 filers filing a non-zero return)	42
Gifts, grants and contributions (b) (Public Support), 990 filers only (c)	(in dollars)
Average	64,871
Median	0
Total	1,399,726,426
Annual expenses, 990 filers only (c)	
Average	687,028
Median	50,579
Total	14,824,010,918
Assets, 990 filers only (c)	
Average	1,310,846
Median	58,824
Total	28,284,132,108

Note: Included in this analysis are all 501(c)(4) nonprofit organizations which existed to the IRS in 1989; 501(c)(4) organizations are those with a primary focus on community service activities. See table 1-44a methodological note.

(a) Includes filers and non-filers of 990 tax returns. *Non-filers* are those organizations whose annual revenue is less than $25,000 or those which are religious organizations; both are exempt from filing tax returns.

(b) Gifts, grants, and contributions (Public Support) includes private and government sources.

(c) Includes only those filing a non-zero dollar tax return. *Non-zero dollar tax returns* are those which show an actual dollar amount for either total public support, total expenditures, or total assets. *Zero dollar tax returns* result from organizations filing a return in which a zero (0) has been entered for those three fields. The zero dollar returns are likely to be the result of one of three events: a voluntary submission of a 990 tax returns from organizations which had no filing requirement; returns from organizations which had a filing requirement in previous years; and, returns from religious organizations which do not have to disclose financial information to the U.S. government.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCCS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 5.8.

Table 1-45b.

Public support, expenses, and assets of 501(c)(4) organizations by National Taxonomy for Exempt Entities (NTEE) major code area (Form 990 Tax return filers only, data circa 1988): 1989

NTEE major area	Number of 990 filers		Public (a) support		Annual expenses		Total assets	
		(percent)	(in millions of dollars)	(percent)	(in millions of dollars)	(percent)	(in millions of dollars)	(percent)
Arts, culture, humanities	372	1.7	9	0.7	51	0.4	119	0.4
Education	564	2.6	16	1.3	385	2.7	2,803	10.1
Environment	189	0.9	30	2.5	97	0.7	124	0.4
Animal related	90	0.4	7	0.6	37	0.3	23	0.1
Health - general	611	2.8	41	3.4	7,291	50.2	2,643	9.5
Mental health	61	0.3	13	1.1	26	0.2	58	0.2
Disease, disorder related	27	0.1	3	0.2	167	1.1	133	0.5
Medical research	2	0.0	0	0.0	0	0.0	1	0.0
Crime, legal related	325	1.5	40	3.3	108	0.7	681	2.5
Employment, job related	232	1.1	59	4.9	104	0.7	85	0.3
Food, agriculture	44	0.2	4	0.4	49	0.3	43	0.2
Housing, shelter	1,297	6.0	27	2.2	391	2.7	2,504	9.0
Public safety	1,988	9.2	113	9.3	231	1.6	1,010	3.6
Recreation, sports	2,481	11.5	63	5.2	591	4.1	714	2.6
Youth development	51	0.2	2	0.2	8	0.1	7	0.0
Human services	581	2.7	37	3.1	96	0.7	165	0.6
International, foreign affairs	54	0.3	46	3.8	50	0.3	17	0.1
Civil rights	457	2.1	77	6.4	439	3.0	352	1.3
Community improvement	7,373	34.3	219	18.1	1,106	7.6	3,095	11.2
Philanthropy, volunteerism	23	0.1	0	0.0	3	0.0	9	0.0
Science	7	0.0	0	0.0	1	0.0	1	0.0
Public affairs	3,233	15.0	290	23.9	1,557	10.7	5,569	20.1
Religion related	93	0.4	7	0.6	21	0.1	75	0.3
Mutual/membership benefit	505	2.3	53	4.4	981	6.8	5,344	19.3
Unknown, unclassified	859	4.0	54	4.4	720	5.0	2,111	7.6
Total	21,519	100.0	1,211	100.0	14,511	100.0	27,687	100.0
Exclusions (b):								
Community funds/federated giving	18		0		7		15	
Mutual benefit organizations	35		1		20		22	
Foreign	5		187		285		560	
Exclusion total	58		189		313		597	

Note: Columns may not add to total due to rounding. See table 1-44a for methodological note.

(a) Gifts, grants, and contributions from private and government sources.

(b) Dollar amounts for organizations which file Form 990-PF, federated fund-raising organizations, and community development organizations have been excluded from totals and percentages to avoid double counting of their funds. These organizations generally fund other organizations included in the major portion of the table. Foreign organizations have been excluded as their funds area generally spent in other countries.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 5.9.

Table 1-46.
Summary of data on Arts, Culture, and Humanities, by National Taxonomy for Exempt Entities (NTEE) major code area (Form 990 Tax return filers only, data circa 1988): 1989

Summary:	
Number of organizations (a) (Total number of organizations in this major code area)	42,240
Number filing Form 990 tax returns (Number with a Federal Form 990 on file with the IRS)	23,163
Percentage of all organizations filing Form 990 tax returns (Percentage with a Federal Form 990 on file with the IRS)	55
Number filing Form 990 tax returns with financial data (c) (Excludes those which file a tax return showing zero for all dollar amounts)	12,563
Percentage of Form 990 filers filing returns with financial data (Percentage of all Form 990 filers filing a non-zero return)	3.0
Gifts, grants and contributions (b) (Public Support), 990 filers only (c)	(in dollars)
Average	393,245
Median	38,000
Total	4,940,339,443
Annual expenses, 990 filers only (c)	
Average	685,541
Median	92,729
Total	8,612,446,315
Assets, 990 filers only (c)	
Average	1,590,427
Median	82,239
Total	19,980,538,228

Note: Included in this analysis are all 501(c)(3) nonprofit organizations which existed to the IRS in 1989. This excludes organizations which had not applied to the IRS for tax-exempt status, including nearly all of the over 350,000 churches, synagogues, temples and other such religious organizations.

(a) Includes filers and non-filers of 990 tax returns. *Non-filers* are those organizations whose annual revenue is less than $25,000 or those which are religious organizations; both are exempt from filing tax returns.

(b) Gifts, grants, and contributions (Public Support) includes private and government sources.

(c) Includes only those filing a non-zero dollar tax return. *Non-zero dollar tax returns* are those which show an actual dollar amount for either total public support, total expenditures, or total assets. *Zero dollar tax returns* result from organizations filing a return in which a zero (0) has been entered for those three fields. The zero dollar returns are likely to be the result of one of three events: a voluntary submission of a 990 tax returns from organizations which had no filing requirement; returns from organizations which had a filing requirement in previous years; and, returns from religious organizations which do not have to disclose financial information to the U.S. government.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 6.A.1.

Methodological note: NTEE Major Code A: Arts, Culture, Humanities organizations or activities that promote enjoyment or understanding of the visual, performing, folk, or media arts, or the humanities (archaeology, art history, history, modern and classical languages, philosophy/ethics, and theology/comparative religion); communications organizations (film/video, publishing/journalism, radio/television); and organizations that promote the appreciation or understanding of historical events, including genealogical or heredity-based organizations (e.g., Sons of the Revolution, Daughters of the Confederacy, etc.). Includes museums and halls of fame; historic preservation programs; groups of or services to artists, performers, entertainers, writers, or humanities scholars; programs which promote artistic expression of or within ethnic groups and cultures; and art and performing art schools, centers, and studios.

Observational note: In 1989 there were 42,240 501(c)(3) organizations in the arts, culture, humanities on the IRS master file. Of this group, 12,563 (30 percent) submitted Form 990 tax returns with financial data. In the latest year for which financial data was available (circa 1988), total annual expenses for this group were $8.6 billion; average annual expenses were $686,000; and median annual expenses were $93,000. Total assets for this group were $20.0 billion; however, assets for this major group were greatly understated because art museums do not include the value of their holdings when reporting their total assets. The average assets for this group were $1.6 million, while the median assets were $82,000. Total public support (including grants and contributions from both private and government sources) was $4.9 billion. Average public support was $393,000, while median public support was $38,000.

Table 1-47.
Openings and closings of Arts, Culture, Humanities entities, by National Taxonomy for Exempt Entities (NTEE) program area, (1987-1989): 1989

Arts, culture, humanities program area	Number in 1987	Number closed	Number opened	Number in 1989	Percent change by area	Percent of all in 1989
Common support	606	65	24	565	-6.8	1.3
Multipurpose	3,848	286	1,564	5,126	33.2	12.1
Media/communications	2,304	251	676	2,729	18.4	6.5
Visual arts	711	74	270	907	27.6	2.1
Museums	2,249	136	578	2,691	19.7	6.4
Performing arts	14,467	1,853	3,315	15,929	10.1	37.7
Humanities	987	114	263	1,136	15.1	2.7
Historical societies	10,880	731	2,824	12,973	19.2	30.7
Arts services	79	5	110	184	132.9	0.4
Total	36,131	3,515	9,624	42,240	16.9	100.0

Note: Columns may not add to total due to rounding. See tables 1-44a and 1-46 for methodological note.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 6.A.2.

Table 1-48.

Arts, Culture, Humanities, by National Taxonomy for Exempt Entities (NTEE) program area, public support, expenses and assets (Form 990 Tax return filers only; data circa 1988): 1989

Arts, culture, humanities program area	Number of 990 filers	Percent	Public* support (in millions of dollars)	Percent	Annual expenses (in millions of dollars)	Percent	Total assets (in millions of dollars)	Percent
Common support	118	0.9	19	0.4	38	0.4	113	0.6
Multipurpose	2,133	17.0	522	10.6	937	10.9	2,277	11.4
Media/communications	1,112	8.9	1,550	31.4	2,203	25.6	2,276	11.4
Visual arts	306	2.4	71	1.4	128	1.5	369	1.8
Museums	1,241	9.9	1,062	21.5	1,641	19.1	7,614	38.1
Performing arts	5,362	42.7	1,173	23.7	2,763	32.1	4,326	21.6
Humanities	341	2.7	171	3.5	227	2.6	306	1.5
Historical societies	1,866	14.9	357	7.2	652	7.6	2,673	13.4
Arts services	84	0.7	16	0.3	24	0.3	27	0.1
Total	12,563	100.0	4,940	100.0	8,612	100.0	19,981	100.0

Note: Columns may not add to total due to rounding. See tables 1-44a and 1-46 for methodological note.

*Gifts, grants, and contributions from private and government sources.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 6.A.3.

New Inclusion

Table 1-49a.

Revenues and expenses for charitable 501(c)(3) organizations by National Taxonomy for Exempt Entities (NTEE) major categories, excluding private foundations, circa 1987: 1989 (continued on next page)

	Revenues					
Type of revenue	Total	Arts, culture, humanities	Education	Environment/ animals	Health	Human services
			(in billions of dollars)			
Total contributions	61.8	3.9	16.7	1.2	10.7	11.0
Private contributions	36.2	2.8	9.0	0.8	6.6	5.3
Direct contributions	29.9	2.7	8.1	0.8	5.1	3.7
Indirect contributions (e.g., United Ways)	6.3	0.1	0.9	(b)	1.5	1.6
Government grants	25.5	1.1	7.8	0.3	4.1	5.7
Program service revenue (a)	211.8	2.1	35.0	0.4	143.3	12.8
Dues and assessments	4.2	0.3	0.4	0.2	1.0	1.1
Interest	4.4	0.2	1.1	(b)	2.0	0.4
Dividends	9.5	0.4	2.8	0.1	1.7	0.5
Net rental	0.7	(b)	0.1	(b)	0.2	0.2
Other investment income	2.1	(b)	0.3	(b)	0.2	0.1
Gain or loss on sale of assets	10.0	0.2	1.9	0.1	1.0	0.4
Net income from fundraising	1.2	0.1	0.1	0.1	0.2	0.5
Net income from sales	4.6	0.4	0.5	0.1	2.9	0.3
Other revenue	0.3	0.3	2.5	0.1	2.8	0.6
Total revenue (c)	310.7	7.9	61.4	2.2	166.0	27.8
Type of expense			(expenses)			
Paid personnel	127.0	2.5	25.4	0.7	74.0	12.5
Wages and salaries	107.6	2.1	21.3	0.6	63.1	10.7
Compensation of officers	3.2	0.1	0.5	(b)	1.3	0.6
Other salaries and wages	104.4	2.0	20.8	0.5	61.8	10.1
Fringe benefits	19.4	0.4	4.2	0.1	10.9	1.8
Pension plan contributions	2.8	0.1	0.9	(b)	1.3	0.2
Other employee benefits	9.9	0.2	2.0	0.1	5.9	0.8
Payroll taxes	6.5	0.1	1.2	(b)	3.7	0.8
Supplies	23.2	0.1	2.6	0.1	18.3	1.1
Communications (telephone, postage and shipping, printing, travel and meetings)	8.5	0.5	2.2	0.2	2.3	1.2
Professional fees (fundraising, accounting, and legal)	1.4	0.1	0.2	(b)	0.7	0.2
Occupancy	7.7	0.3	1.9	0.1	2.9	1.5
Equipment rental and maintenance	3.5	0.1	0.7	(b)	2.1	0.3
Interest	6.6	0.1	1.1	(b)	4.0	0.8
Depreciation and depletion	9.9	0.2	0.6	0.1	7.2	1.0
Other (e.g., consulting fees, insurance, employee recruitment)	75.1	2.5	14.7	0.5	43.9	6.0
Total (current operating expenditures) (c)	263.1	6.2	49.4	1.6	155.5	24.6
Plus: Grants and benefits	24.5	0.6	4.3	0.2	2.6	1.6
Grants and allocations	14.1	0.6	4.1	0.2	1.8	0.7
Specific assistance to individuals (d)	9.5	(b)	0.2	(b)	0.2	0.7
Benefits paid to or for members	0.9	(b)	(b)	(b)	0.5	0.2
Total (expenses by function) (c)	287.8	6.8	53.7	1.8	158.1	26.2
Plus: Payments to affiliates	0.9	(b)	(b)	(b)	0.5	0.1
Total (expenses) (c)	288.6	6.8	53.8	1.8	158.5	26.3
Plus: Excess (defict) for the year	22.1	1.1	7.6	0.4	7.5	1.5
Total (revenue) (c)	310.7	7.9	61.4	2.2	166.0	27.8

Note: See table 1-44a for methodological note.

(a) A substantial portion of program service revenue comes from government through payment from individuals using Medicare or Medicaid and through government contracts to provide services to other organizations, particularly in human services. This source of government funding from individuals to hospitals and from contracts to other organizations is not identified separately in the SOI data sets.

(b) Less than 50 million dollars.

(c) Totals may not add because of rounding.

(d) Primarily payment to participants in the Teachers Insurance and Annuity Association of America and The College Retirement Equities Fund.

Table 1-49a.
Revenues and expenses for charitable 501(c)(3) organizations by National Taxonomy for Exempt Entities (NTEE) major categories, excluding private foundations, circa 1987: 1989 (continued from previous page)

	Revenues				
Type of revenue	International, foreign affairs	Public, societal benefit	Religion (e)	Mutual/ membership benefit	Unclassified
	(in billions of dollars)				
Total contributions	2.3	12.1	2.0	0.2	1.7
Private contributions	1.3	8.1	1.6	0.2	0.5
Direct contributions	1.0	6.5	1.5	0.1	0.4
Indirect contributions (e.g., United Ways)	0.3	1.6	0.1	0.1	0.1
Government grants	1.0	4.1	0.3	(b)	1.1
Program service revenue (a)	0.4	6.1	3.7	6.1	1.9
Dues and assessments	(b)	1.1	(b)	(b)	0.1
Interest	(b)	0.4	0.1	0.1	0.1
Dividends	(b)	1.1	0.1	2.7	0.1
Net rental	(b)	0.1	(b)	0.1	(b)
Other investment income	(b)	0.1	(b)	1.4	(b)
Gain or loss on sale of assets	(b)	1.0	0.1	5.2	0.1
Net income from fundraising	(b)	0.2	(b)	(b)	(b)
Net income from sales	(b)	0.2	0.1	(b)	0.1
Other revenue	0.1	0.5	0.1	(6.8)	0.1
Total revenue (c)	2.9	22.9	6.4	9.0	4.2
Type of expense		(expenses)			
Paid personnel	0.7	6.5	2.7	0.2	1.8
Wages and salaries	0.5	5.3	2.3	0.1	1.6
Compensation of officers	(b)	0.5	0.1	(b)	0.1
Other salaries and wages	0.5	4.9	2.2	0.1	1.5
Fringe benefits	0.2	1.2	0.3	(b)	0.3
Pension plan contributions	(b)	0.3	(b)	(b)	(b)
Other employee benefits	(b)	0.6	0.2	(b)	0.1
Payroll taxes	0.1	0.4	0.1	(b)	0.1
Supplies	0.1	0.4	0.4	(b)	0.1
Communications (telephone, postage and shipping, printing, travel and meetings)	0.4	1.3	0.3	(b)	0.1
Professional fees (fundraising, accounting, and legal)	(b)	0.2	(b)	(b)	(b)
Occupancy	0.1	0.5	0.2	(b)	0.2
Equipment rental and maintenance	(b)	0.2	0.1	(b)	(b)
Interest	(b)	0.3	0.2	(b)	0.1
Depreciation and depletion	(b)	0.4	0.3	(b)	0.1
Other (e.g., consulting fees, insurance, employee recruitment)	0.9	4.0	1.3	0.3	1.0
Total (current operating expenditures) (c)	2.2	13.8	5.6	0.6	3.6
Plus: Grants and benefits	0.6	5.9	0.5	8.0	0.2
Grants and allocations	0.5	5.6	0.4	(b)	0.2
Specific assistance to individuals (d)	0.1	0.3	(b)	7.9	0.1
Benefits paid to or for members	0.0	0.1	(b)	0.1	(b)
Total (expenses by function) (c)	2.8	19.8	6.1	8.6	3.9
Plus: Payments to affiliates	(b)	0.3	(b)	(b)	(b)
Total (expenses) (c)	2.8	20.0	6.1	8.6	3.9
Plus: Excess (defict) for the year	0.1	2.9	0.3	0.4	0.3
Total (revenue) (c)	2.9	22.9	6.4	9.0	4.2

Note: See table 1-44a for methodological note.

(a) A substantial portion of program service revenue comes from government through payment from individuals using Medicare or Medicaid and through government contracts to provide services to other organizations, particularly in human services. This source of government funding from individuals to hospitals and from contracts to other organizations is not identified separately in the SOI data sets.

(b) Less than 50 million dollars.

(c) Totals may not add because of rounding.

(d) Primarily payment to participants in the Teachers Insurance and Annuity Association of America and The College Retirement Equities Fund.

(e) Churches are not required to file a return to IRS, Form 990. Therefore, the estimates for religion fall far short of the activities of religious organizations.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 4.6

Table 1-49b.

Revenues and expenses for charitable 501(c)(3) organizations by National Taxonomy for Exempt Entities (NTEE) major categories, excluding private foundations, circa 1987: 1989 (continued on next page)

	Percentage of total revenues					
Type of revenue	Total	Arts, culture, humanities	Education	Environment/ animals	Health	Human services
			(percent)			
Total contributions	19.9	48.8	27.2	53.9	6.5	39.6
Private contributions	11.7	35.1	14.5	39.7	4.0	19.1
Direct contributions	9.6	33.9	13.1	38.0	3.1	13.4
Indirect contributions (e.g., United Ways)	2.0	1.2	1.4	1.7	0.9	5.7
Government grants	8.2	13.8	12.6	14.2	2.4	20.5
Program service revenue (a)	68.2	26.6	57.0	18.5	86.3	46.0
Dues and assessments	1.4	4.3	0.7	7.1	0.6	3.8
Interest	1.4	2.3	1.8	2.0	1.2	1.5
Dividends	3.1	4.6	4.5	5.0	1.0	1.8
Net rental	0.2	0.4	0.2	0.4	0.1	0.7
Other investment income	0.7	0.2	0.4	0.1	0.1	0.2
Gain or loss on sale of assets	3.2	3.1	3.1	3.9	0.6	1.4
Net income from fundraising	0.4	1.0	0.2	3.0	0.1	1.6
Net income from sales	1.5	4.7	0.9	3.3	1.7	1.1
Other revenue	0.1	3.9	4.0	2.8	1.7	2.3
Total revenue (b)	100.0	100.0	100.0	100.0	100.0	100.0
Type of expense			(percentage of total expenses)			
Paid personnel	48.3	40.0	51.5	43.3	47.6	50.8
Wages and salaries	40.9	34.1	43.1	37.0	40.6	43.4
Compensation of officers	1.2	2.0	1.0	2.7	0.8	2.3
Other salaries and wages	39.7	32.1	42.0	34.3	39.8	41.1
Fringe benefits	7.4	5.9	8.4	6.4	7.0	7.4
Pension plan contributions	1.1	1.1	1.9	0.7	0.8	0.8
Other employee benefits	3.8	2.5	4.1	3.1	3.8	3.2
Payroll taxes	2.5	2.4	2.4	2.5	2.4	3.4
Supplies	8.8	1.9	5.3	3.5	11.8	4.4
Communications (telephone, postage and shipping, printing, travel and meetings)	3.2	8.0	4.4	11.3	1.5	4.9
Professional fees (fundraising, accounting, and legal)	0.5	1.1	0.4	1.6	0.5	1.0
Occupancy	2.9	4.4	3.8	3.9	1.9	6.1
Equipment rental and maintenance	1.3	1.5	1.5	1.3	1.4	1.3
Interest	2.5	0.9	2.2	2.5	2.6	3.1
Depreciation and depletion	3.8	2.9	1.1	3.5	4.6	4.0
Other (e.g., consulting fees, insurance, employee recruitment)	28.5	39.3	29.8	29.0	28.2	24.4
Total (current operating expenditures) (b)	100.0	100.0	100.0	100.0	100.0	100.0
Plus: Grants and benefits	9.3	9.1	8.8	11.9	1.7	6.5
Grants and allocations	5.4	8.8	8.3	10.1	1.2	2.8
Specific assistance to individuals (d)	3.6	0.3	0.5	0.3	0.1	2.9
Benefits paid to or for members	0.3	(c)	(c)	1.4	0.3	0.8
Total (expenses by function) (b)	109.3	109.1	108.8	111.9	101.7	106.5
Plus: Payments to affiliates	0.3	0.5	0.1	0.8	0.3	0.3
Total (expenses) (b)	109.7	109.6	108.9	112.7	102.0	106.8
Plus: Excess (deficit) for the year	8.4	17.0	15.4	25.8	4.8	6.2
Total (revenue) (b)	118.1	126.6	124.3	138.5	106.8	113.1

Note: See table 1-44a for methodological note.

(a) A substantial portion of program service revenue comes from government through payment from individuals using Medicare or Medicaid and through government contracts to provide services to other organizations, particularly in human services. This source of government funding from individuals to hospitals and from contracts to other organizations is not identified separately in the SOI data sets.

(b) Totals may not add because of rounding.

(c) Less than 0.1 percent.

(d) Primarily payment to participants in the Teachers Insurance and Annuity Association of America and The College Retirement Equities Fund.

New Inclusion

Table 1-49b.

Revenues and expenses for charitable 501(c)(3) organizations by National Taxonomy for Exempt Entities (NTEE) major categories, excluding private foundations, circa 1987: 1989 (continued from previous page)

	Revenues				
Type of revenue	International, foreign affairs	Public, societal benefit	Religion (e)	Mutual/ membership benefit	Unclassified
			(percent)		
Total contributions	80.1	52.8	30.8	2.0	39.5
Private contributions	45.7	35.4	25.0	2.2	11.9
Direct contributions	34.2	28.2	23.2	1.1	10.6
Indirect contributions (e.g., United Ways)	11.5	6.9	2.3	0.8	3.4
Government grants	34.4	17.7	5.3	0.1	25.5
Program service revenue (a)	14.6	26.8	58.2	67.4	45.7
Dues and assessments	0.3	4.7	0.4	0.3	1.4
Interest	0.9	1.9	2.2	1.4	2.1
Dividends	0.5	4.9	2.1	30.1	1.8
Net rental	(c)	0.5	0.7	0.6	0.8
Other investment income	0.2	0.4	0.3	15.7	0.2
Gain or loss on sale of assets	0.5	4.5	1.0	57.5	2.1
Net income from fundraising	0.5	0.7	0.4	(c)	1.1
Net income from sales	0.3	0.9	1.8	0.3	3.3
Other revenue	2.1	2.0	2.1	(75.4)	2.1
Total revenue (b)	100.0	100.0	100.0	100.0	100.0
Type of expense		(percentage of total expenses)			
Paid personnel	32.1	47.2	47.8	25.8	50.4
Wages and salaries	24.1	38.5	41.7	21.2	43.0
Compensation of officers	1.7	3.3	2.1	5.0	2.8
Other salaries and wages	22.4	35.2	39.6	16.2	40.3
Fringe benefits	8.0	8.6	6.1	4.6	7.4
Pension plan contributions	0.8	1.8	0.6	1.4	0.9
Other employee benefits	2.1	4.1	2.9	2.1	3.8
Payroll taxes	5.1	2.7	2.5	1.2	2.8
Supplies	3.8	3.1	7.9	0.7	3.8
Communications (telephone, postage and shipping, printing, travel and meetings)	16.9	9.2	5.4	5.1	4.0
Professional fees (fundraising, accounting, and legal)	0.5	1.2	0.9	1.9	1.0
Occupancy	3.0	3.9	3.6	6.6	5.5
Equipment rental and maintenance	2.0	1.3	1.5	1.4	1.2
Interest	0.8	1.9	4.2	0.8	2.4
Depreciation and depletion	1.4	3.2	5.1	3.1	3.0
Other (e.g., consulting fees, insurance, employee recruitment)	39.5	29.1	23.6	54.5	28.6
Total (current operating expenditures) (b)	100.0	100.0	100.0	100.0	100.0
Plus: Grants and benefits	27.8	43.0	9.1	1,334.2	6.8
Grants and allocations	21.9	40.4	8.0	6.8	4.1
Specific assistance to individuals (d)	5.9	2.1	0.8	1,312.9	1.7
Benefits paid to or for members	0.0	0.5	0.3	14.5	0.9
Total (expenses by function) (b)	127.8	143.0	109.1	1,434.2	106.8
Plus: Payments to affiliates	0.1	1.8	0.3	(c)	0.6
Total (expenses) (b)	127.9	144.9	109.4	1,434.2	107.4
Plus: Excess (deficit) for the year	2.9	20.7	6.1	66.7	8.4
Total (revenue) (b)	130.8	165.5	115.5	1,500.9	115.8

Note: See table 1-44a for methodological note.

(a) A substantial portion of program service revenue comes from government through payment from individuals using Medicare or Medicaid and through government contracts to provide services to other organizations, particularly in human services. This source of government funding from individuals to hospitals and from contracts to other organizations is not identified separately in the SOI data sets.

(b) Totals may not add because of rounding.

(c) Less than 0.1 percent.

(d) Primarily payment to participants in the Teachers Insurance and Annuity Association of America and The College Retirement Equities Fund.

(e) Churches are not required to file a return to IRS, Form 990. Therefore, the estimates for religion fall far short of the activities of religious organizations.

Source: INDEPENDENT SECTOR, 1989 IRS Master file of Nonprofit Entities and 1989 Form 990 and 990-PF Tax Return Files as coded into NTEE by NCESS at INDEPENDENT SECTOR. As included in Virginia A. Hodgkinson, Murray S. Weitzman, Christopher M. Toppe, and Stephen M. Noga, Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector. INDEPENDENT SECTOR, fourth edition, San Francisco, CA, 1992, table 4.7.

Chapter 2

Artist and Arts Employment

Artist Occupations: Distribution and Demographics
Tables 2-1 to 2-6

Employment in Arts-Related Industries
Tables 2-7 to 2-16

This chapter presents an overview of employment data on artists by discipline. The disciplines included are the following:

Actors/directors
Announcers
Architects
Art/drama/music teachers (college and university)
Authors
Dancers
Designers
Musicians/composers
Painters/sculptors/craft artists/printmakers
Photographers

In general, the employment data in this chapter are from sources that cover more than one discipline. Additional employment data relevant to specific disciplines are presented in the discipline-specific chapters.

Major Sources of Information

The major sources of information in this chapter are as follows:

Artists' Occupations: Distribution and Demographics

- Census Bureau and Bureau of Labor Statistics, Current Population Survey;
- National Endowment for the Arts, Research Division, special analyses of Census Bureau and Bureau of Labor Statistics data.

Employment in Arts-Related Industries

- Department of Commerce, Bureau of Economic Analysis, National Income and Product Accounts;
- U.S. Department of Labor, Bureau of Labor Statistics, Employment, Hours and Earnings data, Establishment Survey data;
- Census Bureau, Census of Service Industries;
- *Encyclopedia of Associations.*

Comparison with 1989 Sourcebook

Decennial Census of Population Data

The Decennial Census of Population was a major source of information for chapter 2 in the 1987 and 1989 Sourcebooks. The 1987 and 1989 editions summarize this information for artists back to 1900 and present detailed information for the years 1970 and 1980. The 1990 Decennial Census data are not yet available. Readers interested in Decennial Census data on artists are referred to tables 2-1 to 2-4; 2-9 to 2-13; and tables 2-15a and 2-15b in the 1989 Sourcebook. The reader is especially referred to the 1989 edition for information on the geographic distribution of artists (tables 2-8 to 2-10 in 1989 Sourcebook).

Other Sources Not Updated

A second source of information in chapter 2 that could not be updated was a 1980 study of performing artist employment conditions completed by Ruttenberg, Friedman, Kilgallon, Gutchess and Associates for the Labor Institute for Human Enrichment, Inc., in cooperation with the Department of Professional Employees, AFL-CIO. This cross discipline study, entitled *Working and Not Working in the Performing Arts*, provided considerable information on artist membership in unions, educational levels, unemployment, and income. Readers are referred to tables 2-24 to 2-30 in the 1989 Sourcebook for this information.

The 1989 Sourcebook contains summary tables from a number of studies of arts administrators, the most recent of which presents data for 1987. This study was published under the title, *The Arts Administrator: Job Characteristics Profile Survey 12*. These studies were conducted as a joint projects of the Association of Performing Arts Presenters, formerly the Association of College, University, and Community Arts Administrators (ACUCAA), and the National Assembly of Local Arts Agencies (NALAA). Tables on arts administrators are found in the 1989 Sourcebook in tables 2-33 to 2-38.

New Data Source in 1992 Addendum

Summary tables from a study of artist health insurance coverage are presented in tables 2-12 to 2-14. These tables, taken from the *Study of Health Care Coverage and Health Care Needs of Originating Artists in the United States*, sponsored by the American Council for the Arts, present national data for 1990-91. The study is similar to a study of applicants to the New York Foundation for the Arts (NYFA) published by the Research Center for Arts and Culture, Columbia University and included in the 1989 Sourcebook in tables 2-31 to 2-32.

The 1992 Addendum includes new information from another Research Center for Arts and Culture study --a 10 city study of *Artist's Work Related and Social Service Needs* conducted in 1989. Results of this study are presented in tables 2-15 and 2-16.

Highlights of Information in Chapter 2

Artist Occupations: Distribution and Demographics

Artists in the Labor Force

- There were approximately 192,000 artists in the United States in 1900, 560,000 in 1960, and 1,533,000 in 1991 (table 2-1).

- Considered as a percent of the workforce, there was a modest increase over the period. Between 1900 and 1960 artists as a percent of the total workforce ranged from .66 in 1900 to .82 in both 1930 and in 1960. In 1991 artists were 1.31 percent of the workforce (table 2-1).

The Distribution of Artists by Occupation

- By far the largest category of artists is designers, making up 34 percent of the artist group in 1991. In 1991, designers are followed by painters (14 percent), musicians/composers (10 percent), and architects (8 percent). The smallest artist groups are dancers (1.2 percent of artists), teachers of arts in higher education (2.6 percent), and announcers (3.9 percent; calculated from table 2-3b).

Artist Labor Force Distribution by Gender

- During the period 1983 to 1991 the percent of all artists who were women increased from 40 to 43 percent (table 2-2).

- The decade of the 1970's had witnessed a larger increase in the percent of women artists (from 31 percent in 1970 to 38 percent in 1980; table 2-11a in 1989 Sourcebook).

- The percentage of women artists ranges from 17 percent of architects to 89 percent for dancers (1991 data, chart 2-4).

- Women artists outnumber men in the occupational categories of dance (89 percent), painters, sculptors, and craft artists (55 percent), authors (54 percent), designers (53 percent), and other artists (51 percent; chart 2-4).

- While the percent of women artists is lowest for architects (17 percent in 1991), this group has had large increases in recent years going from 4 percent in 1970 to 13 percent in 1983 (chart 2-4 in 1992 Addendum and table 2-11a in 1989 Sourcebook).

- Other occupations having large increases in the percent of the total who are women were announcers, increasing from 6 percent women in 1970 to 18 percent in 1980 to 22 percent in 1991; authors, increasing from 29 in 1970 to 44 percent in 1980 and to 54 percent in 1991; and designers, increasing from 36 in 1970 to 50 percent in 1980 and 53 percent in 1991 (table 2-11a in the 1989 Sourcebook and chart 2-4 in the 1992 Addendum).

Census and Bureau of Labor Statistics Data on Artists' Unemployment

- According to Current Population Survey data, in 1983 the unemployment rate for civilian workers was 9.6 percent and for professional specialty occupations, 3.0 percent. In the same year unemployment for all artist occupations was 6 percent. In 1991 unemployment rates for total population were reported at 6.7 percent for the total civilian workforce, 2.4 for professional speciality occupations, and 5.3 for all artists (table 2-4).

- Typically, unemployment rates for all artists, while lower than for the total civilian work force, are higher than for other professional occupations.

- Looking at the rates for all artist occupations taken together masks the considerable range of unemployment among the different artist groups and the large differences between certain artist groups and the population as a whole.

- In general, performing arts occupations have higher unemployment rates than other arts occupations. Unemployment rates are highest for the category actors/directors, which had rates of 15.7 percent in 1983 and 13.2 percent in 1991 (table 2-4). (When this category included only actors in the old classification, unemployment rates were as high as 37 percent; table 2-6 year 1982 in 1989 edition.)

- The CPS data do not tell us the extent to which persons are employed full time or part time in their chosen occupation, nor do they tell us about those artists who have obtained part-time or full-time work in another occupation. Classifications are based on the occupation in which the person worked the most number of hours. Employment is defined as working one hour or more for pay or profit in the survey reference week.

Artists' Income by Type of Artist Occupation

- The category in which most artist occupations are classified by the Current Population Survey has a median earning of $499 per week in 1990. The median for all managerial and professional speciality occupations was $608 per week and that for the total work force was $415 (table 2-5).

- The artists category had a 27 percent increase in current dollars from 1983 to 1990 compared with a 39 percent increase for the professional speciality occupations category as a whole (table 2-5).

- The architect category had the highest median income among the artist occupations ($695 median weekly income in 1990; table 2-5).

- The category of painters, sculptors, craft artists, and printmakers had median earnings of $412, well below that of the professional category median of $608 for 1990 (table 2-5).

Distribution of Artists by Race/Ethnicity

- Blacks were 4.1 percent of the artist workforce in 1983 and about the same percentage (4.2) in 1991. In 1989 blacks made up about 10.2 percent of the total U.S. workforce and 6.1 percent of the professional workforce (table 2-6 and U.S. Statistical Abstract 1991, table 652).

- Hispanics were 3.4 percent of the artist workforce in 1983 and 4.5 percent in 1991. In 1989 Hispanics were about 7.3 percent of the total workforce and 3.7 percent of the professional workforce (table 2-6 and U.S. Statistical Abstract 1991, table 652).

- Asian/Native Americans were 2.5 percent of artists in 1983 and 3.7 percent in 1991 (table 2-6).

Employment in Arts-Related Industries

Census of Service Industries Employment Data for 1987

- Earnings per employee in nonprofit performing arts organizations were considerably less than those among for-profit organizations (table 2-10).

- In theatrical services, earnings per full- and part-time employee in nonprofit organizations were only about 53 percent of those in the for-profit sector ($12,474 compared with $23,619; table 2-10).

- Nonprofit band and orchestra earnings per full- and part-time employee were about 36 percent of for-profit bands and orchestras ($13,178 compared with $36,376; table 2-10).

Artist Labor Unions

- Between 1968 and 1991 increases in membership have occurred in Actor's Equity (from 14,000 to 39,000), American Federation of Television and Radio Artists (AFTRA) (from 23,000 to 67,000), Screen Actors Guild (from 26,000 to 75,000), Directors Guild of America (from 3,500 to 9,000), Society of Stage Directors and Choreographers (SSD&C) (from 400 to 1,400), and the National Association of Broadcast Employees (NABET) (from 8,600 to 20,000; table 2-11).

- Between 1968 and 1991 some decreases in membership have occurred. The American Federation of Musicians of the United States and Canada decreased from 283,200 to 200,000; table 2-11).

Artist Health Insurance Status

- A recent study of artists found that 82 percent of those responding to the survey have health insurance (2-13).

- Except for the highest earning groups, artists are less likely to have insurance than the general population within the same earning group. For example, for artists earning $20,000 to $34,999, 17 percent do not have health insurance. This compares with 11 percent for the general population in the same income category (table 2-12).

- Insured rates ranged from 59 percent for video artists to 85 percent for graphic artists. (table 2-13).

Artist Work-Related and Social Service Needs

- A study of artists in 10 cities conducted by the Columbia University Research Center for Arts and Culture found that 76 percent of the artists in the study indicated that they had to work at other non-artist jobs (table 2-15).

- About 81 percent of the artists in the study had health insurance, 43 percent had life insurance, and 42 percent had a retirement plan (table 2-16).

1989 Edition
Updates Table 2-3

Table 2-1.
Census Bureau estimates of artists in the workforce: 1900-1991

Year	Total civilian workforce	Total artists*	Artists as percent of total workforce
	(in thousands)		(percent)
1900	29,030	192	0.66
1910	37,291	284	0.76
1920	42,206	290	0.69
1930	48,686	398	0.82
1940	51,742	393	0.76
1950	59,230	435	0.73
1960	67,990	560	0.82
1970	79,802	737	0.92
1980	104,058	1,086	1.04
1983	111,550	1,301	1.17
1985	115,462	1,482	1.28
1986	117,834	1,500	1.27
1987	119,865	1,558	1.30
1988	121,669	1,557	1.28
1989	117,342	1,571	1.34
1990	117,914	1,548	1.31
1991	116,877	1,533	1.31

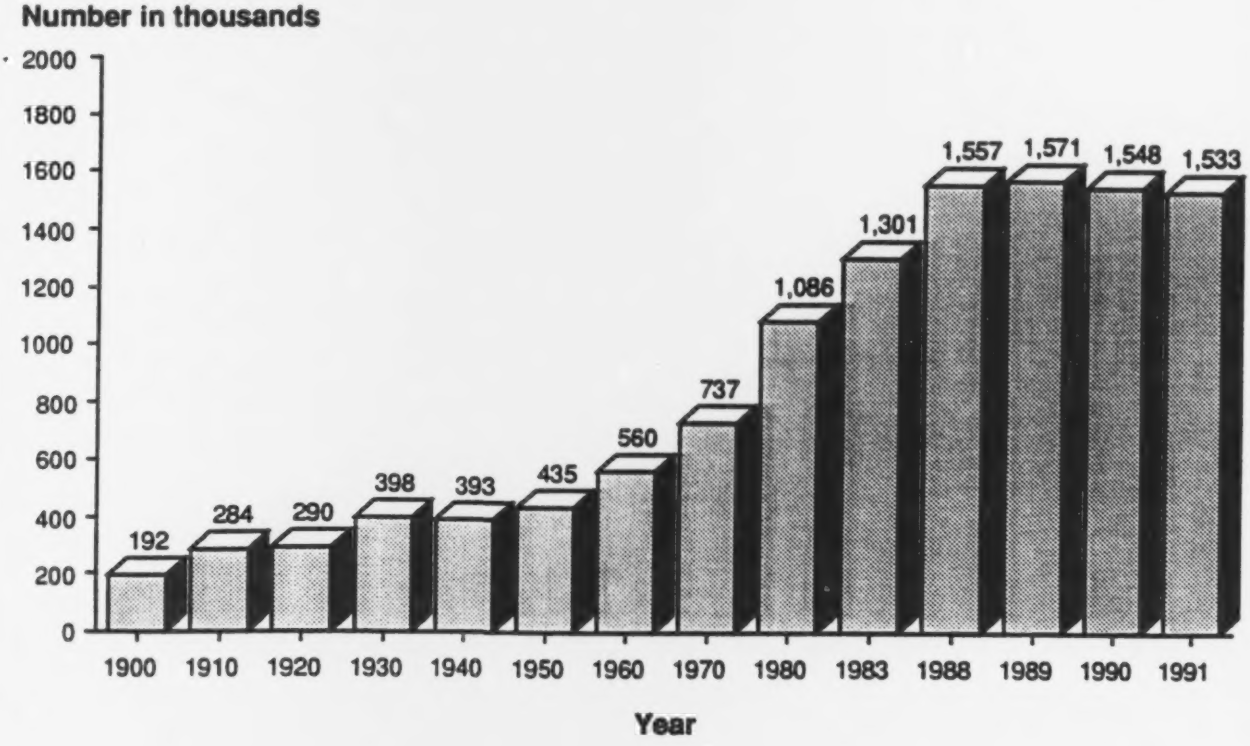
*In recent years includes actors and directors; announcers; architects; authors; dancers; designers; musicians; composers; painters/sculptors/craft artists/ and artists printmakers; photographers; teachers of art, drama and music; and other artists.

Note: Census Bureau classification of artists has varied over the period. Data in this table must be viewed with caution as estimates based on available data. Data for 1900-1960 are from the Decennial Census, Census of Population as compiled in the Historical Statistics volume. See table 2-1 in 1989 Edition for description of data. The data used for 1970 have been adjusted to reflect the 1980 categories and will thus differ from those originally published by the Census Bureau for 1970. Data for 1983-1991 are from the Current Population Survey (CPS) and utilize the same 1980 categorization. Hence, the data for 1970 to 1991 should be more comparable than that prior to 1970. However, estimates from the CPS are typically higher than those from the decennial Census of Population. This may be due to the fact that the CPS is based on an household interview and the Census of Population on self administered questionnaires. Differences may also reflect sampling error. See table 2-2 for methodological note on Current Population Survey.

Source: (1900-1960) Data taken from Bureau of the Census, Historical Statistics, Colonial Times to 1970, Washington, D.C., 1976, p. 140; (1970 and 1980) Bureau of the Census, Census of Population. (1970 and 1980) National Endowment for the Arts, Research Division, Where Artists Live: 1980, Washington, D.C., Report 19, March 1987, table 1, p. 6, (Data are from U.S. Bureau of the Census, Census of Population); (1983-1988) Bureau of Labor Statistics, Current Population Survey data as included in National Endowment for the Arts, Research Division, "Artists Employment in 1988," Washington, D.C., Note 21, April 1988; (1989-1991) USDL unpublished tabulation for 1989-1991.

1989 Edition
Updates Chart 2-1.

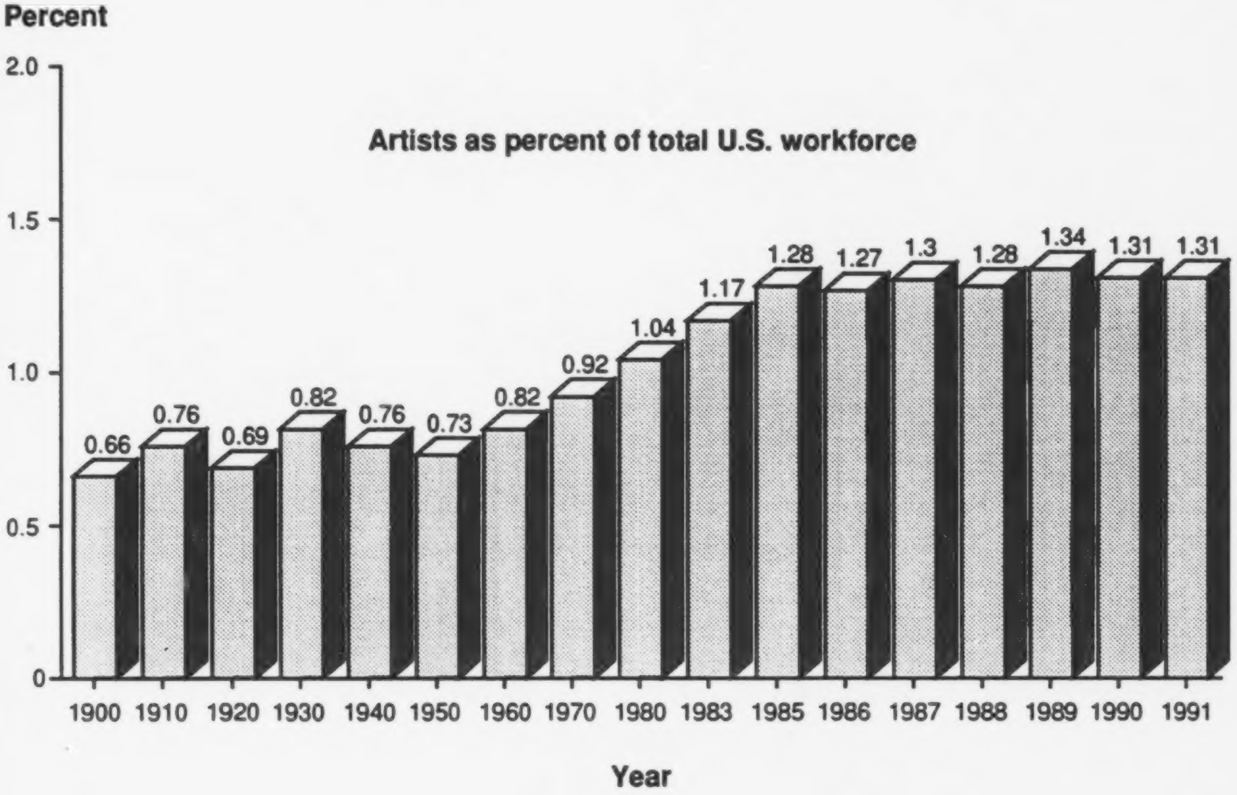
Chart 2-1.
Estimates of total number of artists in workforce: 1900-1991



Note: U.S. Bureau of the Census classification of occupational categories has varied over time. Data must be viewed as best estimates. Data for 1970 have been adjusted to make them comparable with data from 1980 and after. See tables 2-1 to 2-3 for explanation of changes.

Source: U.S. Bureau of the Census, Census Population and Current Population Survey; See table 2-1 for full citations.

Chart 2-2.
Estimates of artists as a percent of total civilian workforce: 1900-1991



Note: Census Bureau classification of occupations has varied over the period. Data are from the Census Bureau, Decennial Census of Population. Data for 1970 have been revised to make them comparable with 1980 classification. See table 2-1 to 2-3 for explanation of changes. Data must be viewed as best estimates based on available data.

Source: U.S. Bureau of the Census data; See table 2-1 for full citation.

1989 Edition
Updates Table 2-11b

Table 2-2.
Artists employment by gender: 1983-1991

Sex of employed	1983	1984	1985	1986	1987	1988	1989	1990	1991
Total artists employed.............	1,223,000	1,351,000	1,411,000	1,439,000	1,503,000	1,505,000	1,571,000	1,548,000	1,533,000
Sex:									
Men................................	734,000	812,000	831,000	846,000	870,000	855,000	894,000	874,000	871,000
Women............................	488,000	539,000	580,000	591,000	634,000	648,000	676,000	673,000	662,000
Sex:				(percent)					
Men................................	60.0	60.1	58.9	58.8	57.9	56.8	56.9	56.5	56.8
Women............................	39.9	39.9	41.1	41.1	42.2	43.1	43.0	43.5	43.2

Note: "Total Artists" includes the following: Actors/Directors, Announcers, Authors, Architects, Dancers, Designers, Musicians/Composers, Painters/Sculptors/Craft-Artists/Artist-Printmakers, Teachers of Art, Drama, and Music in Higher Education, and other artists, performers, and selected workers not elsewhere classified.

Source: (1983-1988) USDL Bureau of Labor Statistics' unpublished, annual average detailed industry and occupation tabulations for 1983-1988. Data provided by Research Division, National Endowment for the Arts, December 1989; (1989-1991) U.S. Department of Labor, unpublished tabulations for 1989-1991. Data provided by Research Division, National Endowment for the Arts, January 1992.

Methodological note: The Current Population Survey (CPS) is a nationwide monthly sample of approximately 60,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics. Based on the responses to this survey, employment in over 400 detailed occupations, including a number of artist occupations, is reported annually. Since the entire sample is asked to respond to the same set of occupational questions, the CPS provides estimates of employment in artist occupations which are directly comparable to those for all other occupations. It must be noted that because the artist population makes up a small portion of the U.S. population only a small number of artists are included in the CPS sample. This limits the statistical reliability, of course. The national census conducted once every 10 years includes a much greater number of artists, and, therefore, the statistical reliability is much better for the census years.

Table 2-3a.
Artists employment by occupation and gender: 1983-1987 (continued on next page)

Occupation and sex	1983	1984	1985	1986	1987
Total, all civilian workers					
Employed	100,832,000	105,005,000	107,150,000	109,597,000	112,440,000
Men	56,786,000	59,091,000	59,891,000	60,892,000	62,107,000
Women	44,046,000	45,915,000	47,259,000	48,706,000	50,334,000
Professional specialty occupations					
Employed	12,820,000	13,286,000	13,630,000	12,911,000	14,426,000
Men	6,651,000	6,846,000	6,932,000	7,039,000	7,194,000
Women	6,169,000	6,440,000	6,699,000	6,872,000	7,232,000
All Artists					
Employed	1,223,000	1,351,000	1,411,000	1,439,000	1,503,000
Men	734,000	812,000	831,000	846,000	870,000
Women	488,000	539,000	579,000	591,000	634,000
Actors and directors					
Employed	60,000	68,000	77,000	86,000	88,000
Men	41,000	47,000	48,000	53,000	56,000
Women	18,000	21,000	29,000	33,000	32,000
Announcers					
Employed	38,000	55,000	51,000	55,000	59,000
Men	(a)	43,000	38,000	44,000	52,000
Women	(a)	12,000	13,000	11,000	8,000
Architects					
Employed	103,000	107,000	130,000	132,000	135,000
Men	90,000	95,000	115,000	119,000	118,000
Women	13,000	12,000	15,000	13,000	17,000
Authors					
Employed	62,000	71,000	70,000	75,000	85,000
Men	33,000	36,000	36,000	35,000	42,000
Women	29,000	35,000	33,000	40,000	43,000
Dancers					
Employed	10,000	12,000	15,000	15,000	15,000
Men	(a)	(a)	(a)	(a)	(a)
Women	(a)	(a)	(a)	(a)	(a)

Note: Numbers for men and women may not add to total due to rounding.

(a) For artists occupations with fewer than 50,000 employed, data are not shown separately for men and women because of the high error associated with estimates of smaller populations. However, they are included in the totals. See NEA Research Division Report #16, Appendix B, pp. 40-42 for a more detailed discussion of reliability of Current Population Survey Statistics.

See Table 2-11b for related data

Table 2-3a.
Artists employment by occupation and gender: 1983-1987 (continued from previous page)

Occupation and sex	1983	1984	1985	1986	1987
Designers					
Employed	393,000	448,000	484,000	484,000	531,000
Men	186,000	215,000	237,000	243,000	255,000
Women	207,000	233,000	248,000	240,000	276,000
Musicians/composers					
Employed	155,000	161,000	152,000	164,000	169,000
Men	112,000	116,000	106,000	111,000	116,000
Women	44,000	44,000	46,000	52,000	53,000
Painters/sculptors/craft artists/and artist printmakers					
Employed	186,000	212,000	200,000	189,000	191,000
Men	98,000	112,000	100,000	93,000	88,000
Women	88,000	101,000	100,000	96,000	103,000
Photographers					
Employed	113,000	123,000	129,000	127,000	126,000
Men	89,000	98,000	93,000	87,000	87,000
Women	23,000	25,000	35,000	41,000	39,000
Teachers of art, drama, and music (higher ed.)					
Employed	42,000	40,000	41,000	42,000	40,000
Men	(a)	(a)	(a)	(a)	(a)
Women	(a)	(a)	(a)	(a)	(a)
Other artists (b)					
Employed	61,000	54,000	62,000	70,000	64,000
Men	31,000	25,000	27,000	33,000	28,000
Women	30,000	29,000	35,000	37,000	36,000

Note: Numbers for men and women may not add to total due to rounding.

(a) For artists occupations with fewer than 50,000 employed, data are not shown separately for men and women because of the high error associated with estimates of smaller populations. However, they are included in the totals. See NEA Research Division Report #16, Appendix B, pp. 40-42 for a more detailed discussion of reliability of Current Population Survey Statistics.

(b) Artists not classified in the other artist occupations.

Source: U.S. Department of Labor unpublished tabulations for 1983-1991. Data provided by Research Division, National Endowment for the Arts, January 1992.

Table 2-3b.
Artists employment by occupation and gender: 1988-1991 (continued on next page)

Occupation and sex	1988	1989	1990	1991	Percent change 1988-1991
Total, all civilian workers					
Employed	114,968,000	117,342,000	117,914,000	116,977,000	15.9
Men	63,273,000	64,315,000	64,435,000	63,593,000	12.0
Women	51,696,000	53,027,000	53,479,000	53,28,4000	21.0
Professional specialty occupations					
Employed	14,974,000	15,550,000	15,818,000	16,058,000	25.2
Men	7,513,000	7,708,000	7,723,000	7,767,000	16.8
Women	7,460,000	7,842,000	8,095,000	8,292,000	34.4
All Artists					
Employed	1,505,000	1,571,000	1,548,000	1,533,000	25.3
Men	855,000	894,000	874,000	871,000	18.7
Women	648,000	676,000	673,000	662,000	43.9
Actors and directors					
Employed	100,000	96,000	97,000	87,000	45.0
Men	62,000	62,000	61,000	58,000	41.5
Women	37,000	33,000	35,000	29,000	61.1
Announcers					
Employed	52,000	51,000	52,000	60,000	57.9
Men	43,000	44,000	42,000	48,000	(a)
Women	8,000	7,000	10,000	13,000	(a)
Architects					
Employed	143,000	157,000	142,000	127,000	23.3
Men	122,000	125,000	116,000	105,000	16.7
Women	21,000	32,000	26,000	22,000	69.2
Authors					
Employed	82,000	82,000	84,000	91,000	47.8
Men	36,000	34,000	34,000	43,000	30.3
Women	46,000	49,000	50,000	49,000	69.0

Note: Numbers for men and women may not add to total due to rounding. See table 2-3a for 1983-1987 data.

(a) For artists occupations with fewer than 50,000 employed, data are not shown separately for men and women because of the high error associated with estimates of smaller populations. However, they are included in the totals. See NEA Research Division Report #16, Appendix B, pp. 40-42 for a more detailed discussion of Reliability of Current Population Survey Statistics.

Table 2-3b.
Artists employment by occupation and gender: 1988-1991 (continued from previous page)

Occupation and sex	1988	1989	1990	1991	Percent change 1988-1991
Dancers					
Employed	16,000	14,000	14,000	18,000	80.0
Men	(a)	(b)	(b)	(a)	(a)
Women	(a)	(b)	(b)	(a)	(a)
Designers					
Employed	510,000	534,000	531,000	527,000	34.1
Men	238,000	259,000	248,000	246,000	32.2
Women	272,000	275,000	283,000	281,000	35.8
Musicians/composers					
Employed	151,000	170,000	162,000	156,000	0.6
Men	106,000	116,000	110,000	107,000	-4.5
Women	45,000	53,000	52,000	48,000	9.1
Painters/sculptors/craft artists/and artist printmakers					
Employed	215,000	229,000	217,000	208,000	11.8
Men	105,000	113,000	106,000	93,000	-5.1
Women	110,000	116,000	111,000	115,000	30.7
Photographers					
Employed	117,000	112,000	123,000	136,000	20.4
Men	81,000	78,000	88,000	105,000	18.0
Women	36,000	34,000	35,000	31,000	34.8
Teachers of art, drama, and music (higher ed.)					
Employed	48,000	45,000	45,000	40,000	-4.8
Men	(a)	(b)	(b)	(a)	(a)
Women	(a)	(b)	(b)	(a)	(a)
Other artists (c)					
Employed	71,000	81,000	81,000	83,000	36.1
Men	35,000	37,000	38,000	40,000	29.0
Women	36,000	44,000	43,000	42,000	40.0

Note: Numbers for men and women may not add to total due to rounding.

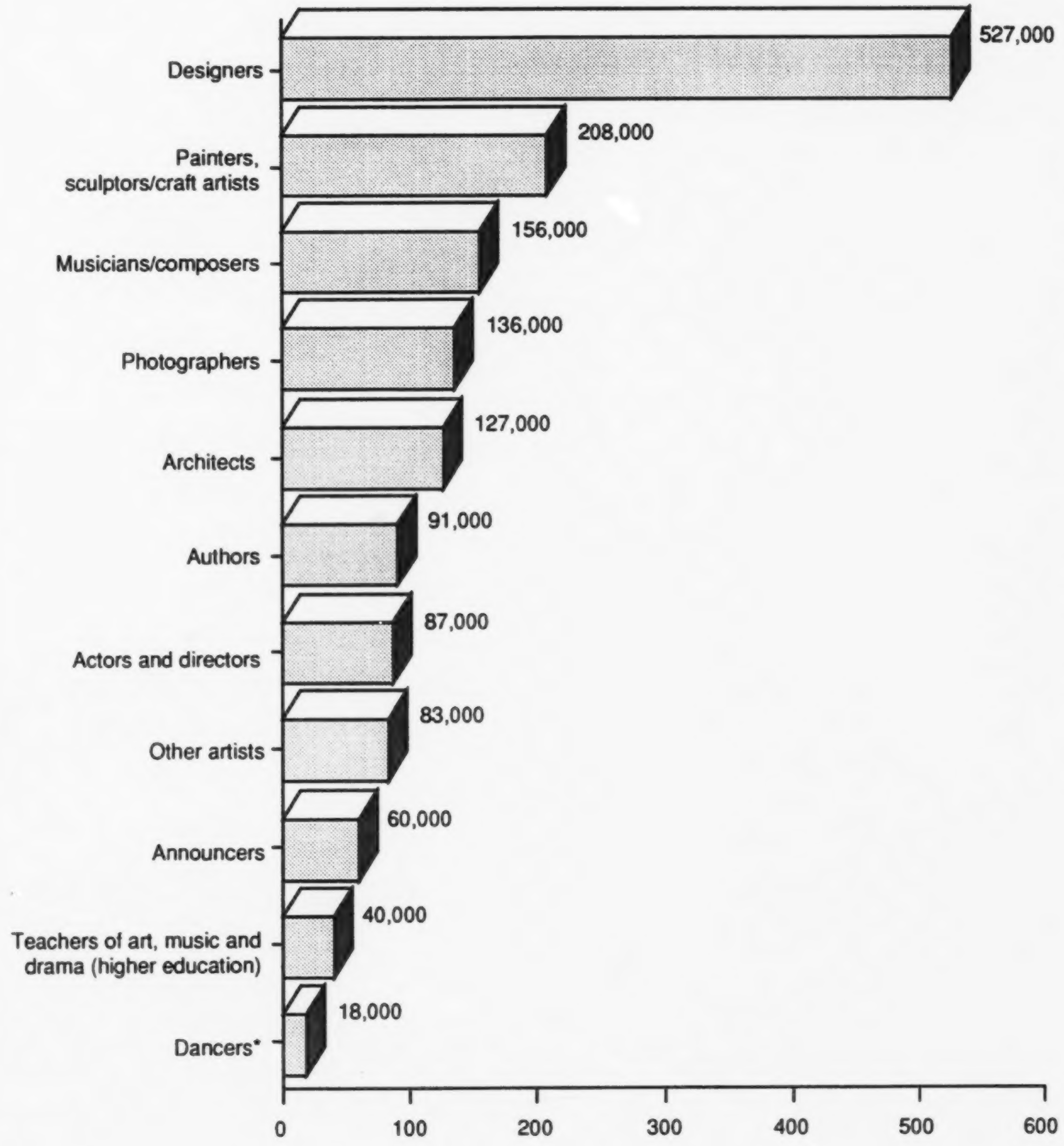
(a) For artists occupations with fewer than 50,000 employed, data are not shown separately for men and women because of the high error associated with estimates of smaller populations. However, they are included in the totals. See NEA Research Division Report #16, Appendix B, pp. 40-42 for a more detailed discussion of Reliability of Current Population Survey Statistics.

(b) Unpublished estimates for 1989 and 1990 of the number of men and women were as follows: For 1989 dancers, men = 2,000, women = 12,000; for 1990, men = 3,000, women = 11,000. Data for year 1989 for teachers of art, drama, and music (higher ed.), men = 24,000, women = 21,000; for 1990, men = 28,000, women = 17,000.

(c) Artists not classified in the other artist occupations.

Source: U.S. Department of Labor unpublished tabulations for 1983-1991. Data provided by Research Division, National Endowment for the Arts, January 1992.

Chart 2-3.
Total number of artists in the workforce by art form: 1991

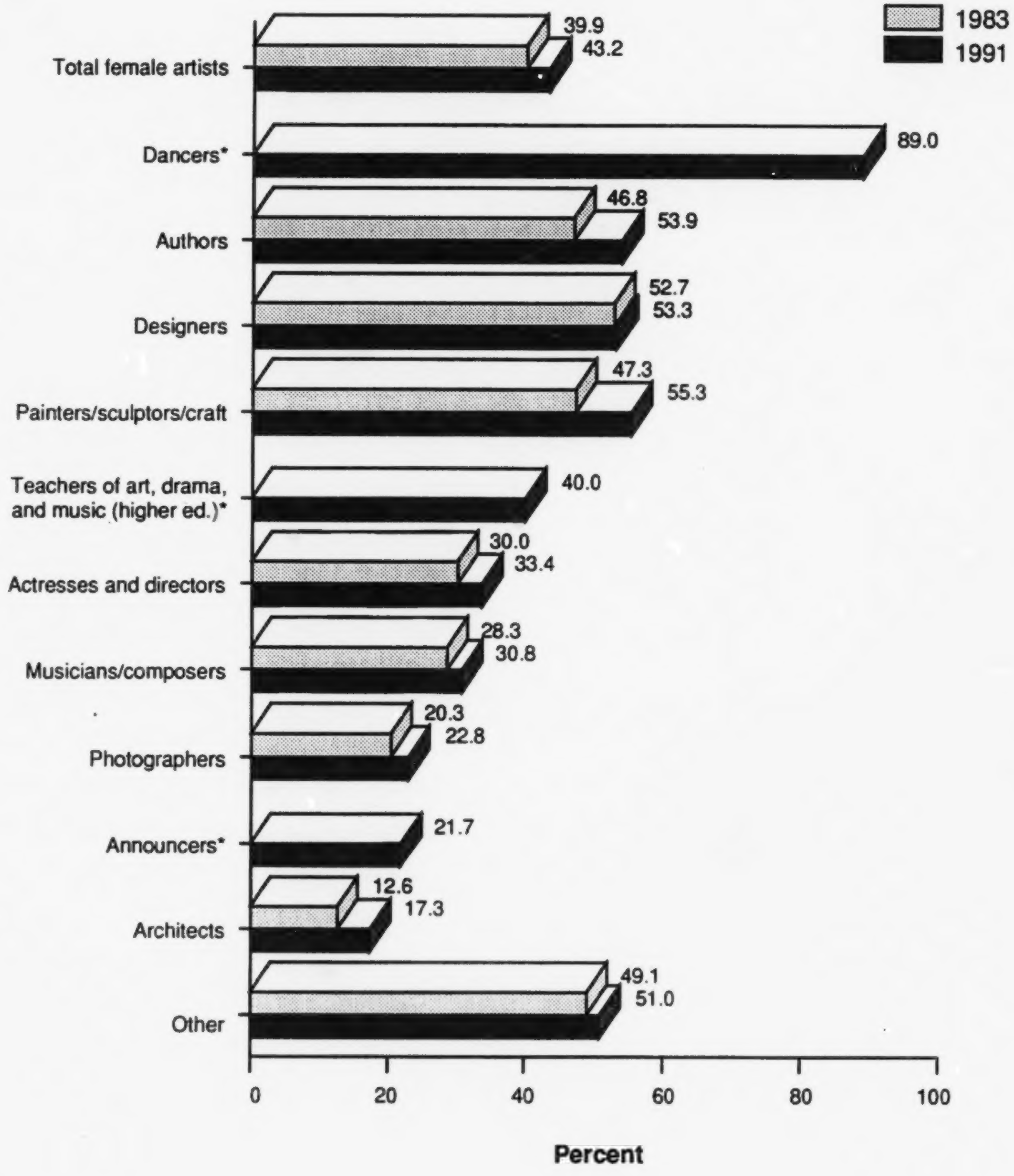


* Data base too small to estimate.

Source: National Endowment for the Arts, Research Division (Data are from Current Population Survey.)
See table 2-3b for full citation.

New Chart

Chart 2-4.
Percent of employed artists who are women: 1983 and 1991



* Data are from 1991 (not available for 1983).

Source: National Endowment for the Arts, Research Division (Data are from Current Population Survey.) See table 2-3a and 2-3b for full citation.

Table 2-4.
Artist labor force, employment, and unemployment: 1983, 1987, 1989, and 1991 (1983 classification) (continued on next page)

Occupation	1983	1987	1989	1991	Change level (1983-1991)	Change level (1989-1991)
Total, all civilian workers	111,550,000	119,865,000	123,869,000	125,303,000	13,753,000	1,434,000
Employed	100,834,000	112,440,000	117,342,000	116,877,000	16,043,000	-465,000
Unemployed	10,717,000	7,425,000	6,528,000	8,426,000	-2,291,000	1,898,000
Unemployment rate (percent)	9.6	6.2	5.3	6.7	-2.9	1.4
Professional specialty occupation	13,219,000	14,726,000	15,815,000	16,451,000	3,232,000	636,000
Employed	12,820,000	14,426,000	15,550,000	16,058,000	3,238,000	508,000
Unemployed	399,000	300,000	265,000	393,000	-6,000	128,000
Unemployment rate (percent)	3.0	2.0	1.7	2.4	-0.6	0.7
All artists	1,301,000	1,558,000	1,617,000	1,618,000	317,000	1,000
Employed	1,223,000	1,503,000	1,571,000	1,533,000	310,000	-38,000
Unemployed	78,000	55,000	46,000	85,000	7,000	39,000
Unemployment rate (percent)	6.0	3.5	2.8	5.3	-0.7	2.5
Actors and directors	71,000	98,000	107,000	100,000	29,000	-7,000
Employed	60,000	88,000	96,000	87,000	27,000	-96,000
Unemployed	11,000	10,000	11,000	13,000	2,000	2,000
Unemployment rate (percent)	15.7	9.8	10.4	13.2	-2.5	2.8
Announcers	41,000	62,000	53,000	63,000	22,000	10,000
Employed	38,000	59,000	51,000	60,000	9,000	9,000
Unemployed	3,000	3,000	2,000	3,000	0	1,000
Unemployment rate (percent)	6.7	4.7	2.9	4.1	-2.6	1.2
Architects	108,000	136,000	161,000	134,000	26,000	-27,000
Employed	103,000	135,000	157,000	127,000	24,000	-30,000
Unemployed	5,000	1,000	4,000	7,000	2,000	3,000
Unemployment rate (percent)	4.3	1.0	2.4	5.0	0.7	2.6
Authors	64,000	86,000	83,000	93,000	29,000	10,000
Employed	62,000	85,000	82,000	91,000	29,000	9,000
Unemployed	2,000	1,000	1,000	2,000	0	1,000
Unemployment rate (percent)	2.5	0.8	1.4	2.3	-0.2	0.9
Dancers	12,000	16,000	17,000	20,000	8,000	3,000
Employed	10,000	15,000	14,000	18,000	8,000	4,000
Unemployed	(a)	(a)	(a)	2,000	(a)	(a)
Unemployment rate (percent)	(a)	(a)	(a)	9.1	(a)	(a)
Designers	415,000	546,000	548,000	557,000	142,000	9,000
Employed	393,000	531,000	534,000	527,000	134,000	-7,000
Unemployed	22,000	15,000	14,000	30,000	8,000	16,000
Unemployment rate (percent)	5.2	2.7	2.5	5.4	0.2	2.9
Musicians/composers	170,000	177,000	174,000	162,000	-8,000	-12,000
Employed	155,000	169,000	170,000	156,000	1,000	-14,000
Unemployed	15,000	8,000	4,000	6,000	-9,000	2,000
Unemployment rate (percent)	8.6	4.7	2.4	4.0	-4.6	1.6
Painters/sculptors/craft artists/and artist printmakers	192,000	198,000	232,000	217,000	25,000	-15,000
Employed	186,000	191,000	229,000	208,000	22,000	-21,000
Unemployed	6,000	7,000	3,000	9,000	3,000	6,000
Unemployment rate (percent)	3.3	3.4	1.3	4.0	0.7	2.7

(a) Data base is too small for estimate.

Table 2-4.
Artist labor force, employment, and unemployment: 1983, 1987, 1989, and 1991 (1983 classification) (continued from previous page)

Occupation	1983	1987	1989	1991	Change level (1983-1991)	Change level (1989-1991)
Photographers	119,000	131,000	114,000	143,000	24,000	29,000
Employed	113,000	126,000	112,000	136,000	23,000	24,000
Unemployed	6,000	5,000	2,000	7,000	1,000	5,000
Unemployment rate (percent)	5.0	4.0	1.9	4.8	-0.2	2.9
Teachers of art, drama, and music (higher ed.)	43,000	41,000	45,000	40,000	-3,000	-5,000
Employed	42,000	40,000	45,000	40,000	-2,000	-5,000
Unemployed	1,000	1,000	(b)	(b)	(a)	(a)
Unemployment rate (percent)	2.2	1.6	0.7	1.1	-1.1	0.4
Other artists (c)	66,000	67,000	83,000	89,000	23,000	6,000
Employed	61,000	64,000	81,000	83,000	22,000	2,000
Unemployed	5,000	3,000	2,000	6,000	1,000	4,000
Unemployment rate (percent)	7.1	4.5	2.3	7.3	0.2	5.0

Note: Data in this table reflect the 1983 revision of occupational categories. All the unemployment rates shown in the table (with the exception of the rates for 'All Artists') were calculated by the Bureau of Labor Statistics using unrounded data. Because these labor force statistics are based on a sample survey, they are subject to sampling errors. Relatively small changes in employment and unemployment in the smaller artist occupations are often not statistically significant. Caution should be used when comparing these data with pre-1983 data. For a more detailed discussion, see Research Division Report #1 Employment and Unemployment of Artists: 1970-1975 and Research Division Report #16. Artists Employment and Unemployment 1971-1980. Appendix B, "Reliability of Current Population Survey (CPS) Statistics." See table 2-2 for methodological note on Current Population Survey.

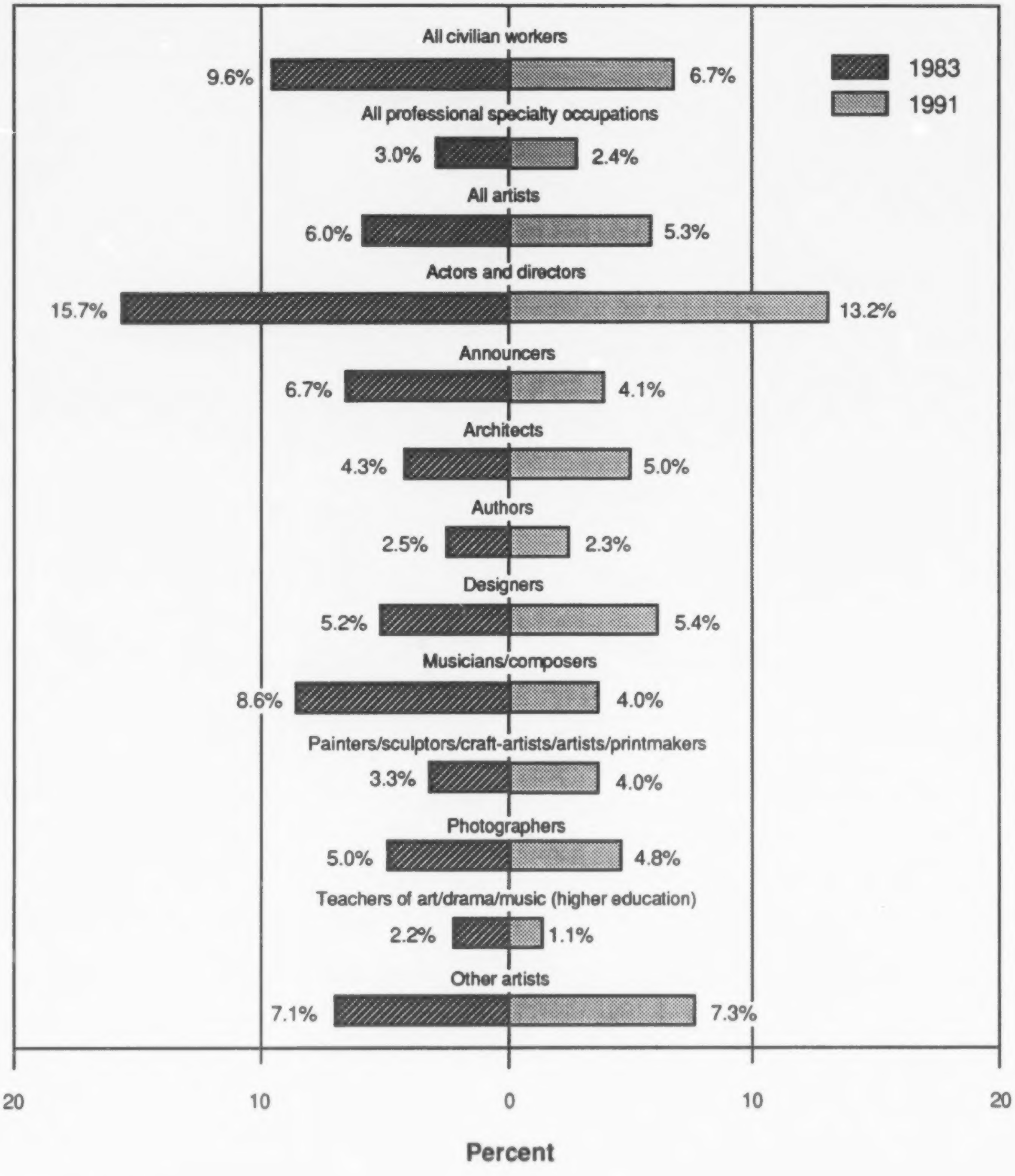
(a) Data base is too small for estimate.

(b) Less than 1,000.

(c) Not elsewhere classified.

Source: National Endowment for the Arts, Research Division, "Artists Employment in 1989," Washington, D.C., Note 33, September 1990. (Data provided by U.S. Department of Labor, Bureau of Labor Statistics, Current Population Survey, unpublished data.)

Chart 2-5.
Unemployment rate of U.S. civilian workers and of artist labor force as measured by the Current Population Survey: 1983 and 1991



Source: U.S. Bureau of Census and Bureau of Labor Statistics, Current Population Survey, as analyzed by the National Endowment for the Arts, Research Division; See table 2-4 for full citation.

See Table 2-12 for related data

Table 2-5.
Median weekly earnings of wage and salary workers who usually work full time, by occupation: 1983-1990

	1983	1984	1985	1986	1987	1988	1989	1990	Percent change 1983-1990
					(in dollars)				
Total	313	326	343	358	373	385	399	415	32.6
Managerial and professional speciality occupations	437	468	488	505	522	552	583	608	39.1
Architects	498	564	488	577	637	616	667	695	39.6
Teachers, colleges and universities	491	534	581	600	635	676	711	747	52.1
Art, drama, and music teachers	*	*	*	*	*	*	*	*	*
Teachers, except college and university	369	396	412	437	470	487	503	522	41.5
Librarians, archivists, and curators	374	395	398	425	449	474	483	493	31.8
Librarians	382	391	391	423	452	476	483	489	28.0
Archivists and curators	*	*	*	*	*	*	*	*	*
Recreation workers	*	*	231	232	241	275	261	307	*
Writers, artists, entertainers, and athletes	392	413	417	455	460	483	488	499	27.3
Authors	*	*	*	*	*	*	*	*	*
Technical writers	*	*	*	*	*	523	623	673	*
Designers	390	420	437	490	491	507	489	500	28.2
Musicians and composers	*	*	*	*	*	*	*	*	*
Actors and directors	*	440	487	423	429	488	494	594	*
Painters, sculptors, craft artists, & artists printmakers	376	368	400	385	397	393	427	412	9.6
Photographers	346	387	346	392	356	424	349	410	18.5
Dancers	*	*	*	*	*	*	*	*	*
Artists, performers, and related workers, n.e.c.	*	*	*	*	*	*	*	*	*
Editors and reporters	383	414	430	425	451	494	494	513	33.9
Public relations specialists	445	478	460	518	500	501	576	581	30.6
Announcers	*	*	*	*	*	*	*	*	*
Athletes	*	*	*	*	*	*	*	*	*
Broadcast equipment operators	*	*	*	*	*	*	*	*	*

n.e.c. - Not elsewhere classified.

*Number in sample too small to report. See table 2-2 for methodological note.

Source: National Endowment for the Arts, Research Division, Special tabulations from the Current Population Survey (Bureau of the Census, Current Population Reports), Washington, D.C., December 1991.

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Table 2-6.
Artists employment by race/ethnicity: 1983-1991

Race/ethnicity	1983	1984	1985	1986	1987	1988	1989	1990	1991
Total artists employed	1,223,000	1,351,000	1,411,000	1,439,000	1,503,000	1,505,000	1,571,000	1,548,000	1,533,000
Race/ethnicity									
White	1,142,000	1,247,000	1,300,000	1,319,000	1,402,000	1,403,000	1,460,000	1,430,000	1,413,000
Black	50,000	56,000	60,000	70,000	65,000	59,000	60,000	59,000	64,000
Asian/Native American or other (a)	31,000	48,000	51,000	50,000	36,000	43,000	51,000	59,000	56,000
Hispanic origin (b)	42,000	39,000	50,000	55,000	62,000	63,000	74,000	66,000	69,000
Race/ethnicity					(percent)				
White	93.4	92.3	92.1	91.7	93.3	93.2	92.9	92.4	92.2
Black	4.1	4.1	4.3	4.9	4.3	3.9	3.8	3.8	4.2
Asian/Native American or other	2.5	3.6	3.6	3.5	2.4	2.9	3.3	3.8	3.7
Hispanic origin (b)	3.4	2.9	3.5	3.8	4.1	4.2	4.7	4.3	4.5

Note: "Total Artists" includes the following: Actors/Directors, Announcers, Authors, Architects, Dancers, Designers, Musicians/Composers, Painters/Sculptors/Craft-Artists/Artist-Printmakers, Teachers of Art, Drama, and Music in Higher Education, and other artists, performers, and selected workers not elsewhere classified. See table 2-2 for methodological note on the Current Population Survey.

(a) The Current Population Survey identifies respondent's race as white, black or other.

(b) Hispanic origin is tabulated separately because it is based on a different question on the Current Population Survey which asks about the respondent's origin or descent.

Source: USDL Bureau of Labor Statistics' unpublished, annual average, detailed industry and occupation tabulations for 1983-1991. Data provided by Research Division, National Endowment for the Arts, January 1992.

Table 2-7.
Number of full-time-equivalent employees engaged in selected arts-related industries: 1929-1989 (continued on next page)

Year	Total U.S. full-time-equivalent employees	Motion pictures	Amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part I: 1929-1948	(in thousands of full-time-equivalent employees) (a)				
1929	35,338	142	253	4	615
1930	33,249	143	235	6	617
1931	30,186	140	205	8	548
1932	26,746	122	156	9	481
1933	27,215	119	135	8	449
1934	30,440	135	147	11	492
1935	31,797	148	150	13	510
1936	34,933	164	164	15	554
1937	36,193	177	182	18	604
1938	34,499	171	163	18	578
1939	35,915	172	173	21	577
1940	37,924	174	186	23	568
1941	42,575	184	202	26	581
1942	47,538	193	204	27	555
1943	53,686	204	193	28	550
1944	54,982	214	196	30	550
1945	53,282	215	197	33	569
1946	47,068	228	233	36	668
1947	47,121	229	235	41	705
1948	48,097	221	240	47	720
Part II: 1948-1989					
1948 (b)	48,097	221	240	47	720
1949	46,840	218	235	50	717
1950	48,600	213	233	53	723
1951	52,612	208	230	58	737
1952	53,752	200	225	60	739
1953	54,694	190	229	64	754
1954	52,868	184	228	70	758
1955	54,079	179	233	72	768
1956	55,399	172	238	75	782
1957	55,825	165	240	78	803
1958	54,026	151	243	79	791
1959	55,537	146	252	81	807
1960	56,541	142	267	84	833
1961	56,438	139	272	86	840
1962	57,991	132	282	87	853
1963	58,861	131	294	89	856
1964	60,159	131	301	92	874
1965	62,581	136	308	97	907
1966	66,015	141	316	102	946
1967	67,934	147	336	108	979
1968	69,798	148	344	112	996
1969	71,654	154	358	117	1,016

(a) Full-time-equivalent employees equals the number of employees on full-time schedules plus the number of employees on part-time schedules, converted to a full-time basis. The conversion is made by multiplying the number of employees on part-time schedules by the ratio of average weekly hours per employee on part-time schedules to average weekly hours per employee on full-time schedules in each industry.

(b) The 1948 estimates in part II of this table are based on the industry classification used for 1947 and earlier years, and the 1948 estimates in Part I are based on the industry classification used for 1949 and later years.

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Table 2-7.
Number of full-time-equivalent employees engaged in selected arts-related industries: 1929-1989 (continued from previous page)

Year	Total U.S. full-time equivalent employees	Motion pictures	Amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part II: 1948-1989 (continued)	(in thousands of full-time-equivalent employees) (a)				
1970	71,158	153	359	118	1,021
1971	70,776	152	365	122	982
1972	72,601	152	404	127	988
1973	75,959	157	437	131	1,016
1974	77,064	157	459	136	1,020
1975	75,296	158	466	141	991
1976	77,631	159	502	146	1,007
1977	80,335	163	530	154	1,047
1978	84,394	166	567	165	1,092
1979	87,086	173	594	173	1,144
1970	71,158	153	359	118	1,021
1971	70,776	152	365	122	982
1972	72,601	152	404	127	988
1973	75,959	157	437	131	1,016
1974	77,064	157	459	136	1,020
1975	75,296	158	466	141	991
1976	77,631	159	502	146	1,007
1977	80,335	163	530	154	1,047
1978	84,394	166	567	165	1,092
1979	87,086	173	594	173	1,144
1980	87,050	174	620	182	1,151
1981	87,805	174	630	192	1,171
1982	86,041	168	640	202	1,165
1983	86,715	171	659	208	1,192
1984	91,173	172	682	214	1,267
1985	93,682	177	690	218	1,321
1986	95,432	181	707	219	1,352
1987	98,186	185	731	217	1,400
1988	100,953	191	748	219	1,448
1989	103,409	198	811	224	1,473

Note: Data in this table represent full-time-equivalent employees. Data cannot be compared directly with data in table 2-18.

(a) Full-time-equivalent employees equals the number of employees on full-time schedules plus the number of employees on part-time schedules, converted to a full-time basis. The conversion is made by multiplying the number of employees on part-time schedules by the ratio of average weekly hours per employee on part-time schedules to average weekly hours per employee on full-time schedules in each industry.

Source: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1986, p. 252; (1983-1984) Survey of Current Business, July 1987 issue; (1985-1986) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, Survey of Current Business, July 1989, table 6.7B; (1987-89) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, Survey of Current Business, July 1990, table 6.7B.

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Table 2-8.
Wages and salaries per full-time-equivalent employee in selected arts industries: 1929-1989 (continued on next page)

	Wages and salaries per full-time-equivalent employee				
Year	Total U.S. wages	Motion pictures	Amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part I: 1929-1948			(in current dollars)		
1929	1,428	2,169	1,273	2,513	2,010
1930	1,390	2,175	1,268	2,624	2,011
1931	1,297	2,179	1,244	2,732	1,943
1932	1,141	1,959	1,218	2,740	1,740
1933	1,067	1,891	1,185	2,510	1,599
1934	1,108	1,844	1,190	2,198	1,644
1935	1,155	1,892	1,193	2,089	1,698
1936	1,201	1,896	1,232	2,223	1,702
1937	1,275	1,972	1,269	2,361	1,722
1938	1,247	1,942	1,270	2,497	1,697
1939	1,280	1,971	1,277	2,427	1,718
1940	1,315	1,948	1,280	2,554	1,764
1941	1,458	2,016	1,292	2,581	1,852
1942	1,727	2,124	1,328	2,667	1,971
1943	1,970	2,250	1,461	2,929	2,156
1944	2,123	2,379	1,663	3,333	2,376
1945	2,205	2,567	1,888	3,515	2,576
1946	2,380	2,978	2,185	3,972	2,862
1947	2,612	3,031	2,345	4,073	3,210
1948	2,818	2,964	2,475	4,234	3,499
Part II: 1948-1989					
1948	2,818	2,964	2,475	4,234	3,499
1949	2,876	3,028	2,557	4,380	3,700
1950	3,030	3,089	2,605	4,698	3,892
1951	3,261	3,269	2,743	5,017	4,115
1952	3,453	3,485	2,956	5,417	4,399
1953	3,638	3,626	3,127	5,734	4,682
1954	3,731	3,929	3,320	5,957	4,885
1955	3,923	4,330	3,498	6,250	5,133
1956	4,134	4,587	3,651	6,613	5,430
1957	4,298	4,745	3,875	6,756	5,568
1958	4,466	4,940	4,218	7,051	5,771
1959	4,678	5,315	4,425	7,210	6,009
1960	4,825	5,444	4,584	7,429	6,197
1961	4,970	5,871	4,765	7,384	6,346
1962	5,161	6,008	4,922	7,713	6,502
1963	5,348	6,168	5,014	8,011	6,686
1964	5,614	6,603	5,223	8,435	6,971
1965	5,812	7,125	5,347	8,515	7,096
1966	6,063	7,397	5,592	8,833	7,368
1967	6,314	7,503	5,720	9,000	7,586
1968	6,761	7,946	6,067	9,563	8,001

Table 2-8.
Wages and salaries per full-time-equivalent employee in selected arts industries: 1929-1989 (continued from previous page)

	Wages and salaries per full-time-equivalent employee				
Year	Total U.S. wages	Motion pictures	Amusement and recreation services	Radio and television broadcasting	Printing and publishing
Part II: 1948-1989 (continued)					
1969	7,233	8,318	6,265	10,085	8,558
1970	7,750	8,359	6,766	10,712	8,975
1971	8,258	8,441	7,219	10,885	9,597
1972	8,797	8,882	7,252	11,575	10,210
1973	9,329	9,172	7,584	12,168	10,658
1974	10,020	10,108	8,107	12,779	11,347
1975	10,820	10,614	8,815	13,475	12,176
1976	11,588	11,987	9,181	14,705	13,053
1977	12,373	13,209	9,594	15,708	13,809
1978	13,266	14,910	10,203	16,879	14,708
1979	14,376	16,821	10,946	18,329	15,628
1980	15,761	17,868	11,892	19,538	17,242
1981	17,201	19,856	12,908	20,813	18,583
1982	18,435	21,452	13,945	22,550	20,134
1983	19,330	23,304	14,712	23,827	21,211
1984	20,168	25,674	15,239	25,514	22,252
1985	21,084	27,469	15,909	27,335	23,224
1986	21,951	28,398	16,752	28,721	24,234
1987	22,913	32,297	17,880	29,760	25,256
1988	24,082	33,387	19,278	31,215	26,788
1989	24,884	35,096	19,321	31,652	27,246

Note: The 1948 estimates in Part II of this table are based on the industry classification used for 1947 and earlier years, and the 1948 estimates in Part I are based on the industry classification used for 1949 and later years. This table is based on full-time-equivalent employees and is not comparable to data in table 2-18, which is based on total employees.

Source: (1929-1982) U.S. Department of Commerce, Bureau of Economic Analysis, The National Income and Product Accounts of the United States, 1929-82: Statistical Tables, Washington, D.C., September 1984, p. 252; (1983-1984) Survey of Current Business, July 1987 issue, tables 6.8A and 6.8B; (1985-1986) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, Survey of Current Business, July 1989, table 6.8B; (1987-1989) U.S. Department of Commerce, U.S. Bureau of Economic Analysis, Survey of Current Business, July 1990, table 6.8B.

Methodological note: Wages and salaries consists of the monetary remuneration of employees, including the compensation of corporate officers; commissions, tips, and bonuses; and receipts in kind that represent income to the recipients. It consists of disbursements and wage accruals less disbursements. Disbursements is wages and salaries as just defined except that retroactive wages are counted when paid rather than when earned.

Table 2-9.
Number of employees, and amount of earnings of production workers in selected arts-related industries: 1975-1989

Industry	All employees, total full time and part time					Production workers									
						Total					Average hourly earnings				
	1975	1980	1987	1988	1989	1975	1980	1987	1988	1989	1975	1980	1987	1988	1989
	(in thousands of persons)										(in dollars)				
Total	76,945	90,406	102,310	105,584	108,413	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Printing and publishing (a)	1,083	1,252	1,507	1,561	1,564	624	699	842	874	868	5.38	7.53	10.28	10.52	10.88
Newspapers	377	420	471	475	473	168	164	173	171	166	5.81	7.72	10.22	10.49	10.85
Periodicals	68	90	121	130	129	12	16	45	47	46	5.13	7.16	10.72	10.99	11.51
Books	98	101	111	116	120	48	52	59	62	64	4.64	6.76	9.35	9.48	9.71
Commercial printing	348	410	528	554	546	262	304	382	404	397	5.46	7.85	10.56	10.78	11.14
Blankbooks and bookbinding	55	62	73	77	76	45	51	58	61	59	4.10	5.78	8.17	8.39	8.68
Radio and TV receiving equipment	112	109	82	85	88	80	79	56	59	62	4.20	6.42	9.22	9.45	9.57
Radio and television broadcasting	155	192	236	239	232	124	154	194	197	192	5.10	7.44	10.81	11.45	12.11
Motion pictures	206	217	234	241	376	181	191	197	202	317	4.26	7.88	11.92	11.61	10.26
Motion picture theatres	131	124	106	108	110	NA	NA	(b)	(b)	(b)	NA	NA	(b)	(b)	(b)
Amusement, recreation services	597	764	894	918	1,047	543	692	787	788	925	3.64	5.52	6.95	7.41	7.83
Membership organizations	1,452	1,539	1,580	1,731	1,814	NA	NA	(b)	(b)	(b)	NA	NA	(b)	(b)	(b)

NA - Not available.

(a) Includes industries not shown separately.

(b) Included in totals, not shown separately.

Note: Annual averages of monthly figures. Covers all full- and part-time employees who worked during, or received pay for, any part of the pay period including the 12th of the month. It should be noted that the figures in tables 2-7 and 2-8 are for full-time-equivalent employees and, hence, are not comparable to those in this table.

Source: (1975) U.S. Department of Labor, Bureau of Labor Statistics (BLS), Employment and Earnings. As included in U.S. Bureau of the Census, Statistical Abstract, 1987, Washington, D.C., 1986, table 672; (1987) U.S. Bureau of the Census, Statistical Abstract, 1989, Washington, D.C., 1987, table 657. (1988) U.S. Bureau of Labor Statistics, Employment and Earnings, monthly. As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1990, 110th edition, Washington, D.C., 1990, table 662, p. 402, 403, 404; (1980, 1989) U.S. Department of Labor, Bureau of Labor Statistics, Employment and Earnings. As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 669, 408, 409, and 410.

Methodological note: Data presented in this table and in tables 2-7 and 2-8 are based on national establishment-based data on payrolls. These data are different than those in tables 2-1 to 2-6, which are based on household interviews. Data from payroll reports and household interviews differ from each other because of differences in definition and coverage, sources of information, methods of collection, and estimating procedures. Sampling variability and response errors are additional reasons for discrepancies. The data in this table were collected as follows: Each month, a representative panel of industrial, commercial, and government establishments, employing collectively over 35 million workers, voluntarily submits information from payroll records to the State agencies participating in the Current Employment Statistics program. After extracting data necessary for the preparation of State and area estimates on employment, hours, and earnings, these agencies forward the reports to BLS for use in the development of national estimates. This program is conducted jointly by BLS and State agencies. **Establishments** reporting on Form BLS 790 are classified into industries on the basis of their principal product or activity, determined from information on annual sales volume. This information is collected on a supplement to the quarterly unemployment insurance tax reports filed by employers. For an establishment making more than one product or engaging in more than one activity, the entire employment of the establishment is included in the industry of the principal product or activity. All national, State, and area employment, hours, and earnings series are classified according to the 1972 Standard Classification Manual, published by the Office of Management and Budget. **Employment data**, except those for employees of the Federal government, refer to persons on establishment payrolls who received pay for any part of the pay period which includes the 12th of the month. For Federal government establishments, employment figures represent the number of persons who occupied positions on the last day of the calendar month. Intermittent workers are counted if they performed any service during the month. The data exclude proprietors, the self-employed, unpaid volunteer or family workers, farm workers, and domestic workers. Salaried officers of corporations are included. **Average hourly earnings** are on a "gross" basis. They reflect not only changes in basic hourly and incentive wage rates, but also such variable factors as premium pay for overtime and late-shift work and changes in output of workers paid on an incentive plan. They also reflect shifts in the number of employees between relatively high-paid and low-paid work and changes in workers' earnings in individual establishments. Averages for groups and divisions further reflect changes in average hourly earnings for individual industries.

See Table 2-19 for 1982 data

Table 2-10.
Number of establishments, paid employees, annual payroll per employee, and average firm size of firms subject to and exempt from Federal income tax in selected arts-related service industries: 1987

	Number of:					Unincorporated business or operations (c)	
Type of service establishment	Establishments with payroll	Paid employees (a)	Annual payroll	Annual payroll per total employee (b)	Average size of establishment	Individual proprietorship	Parternships
			(in thousands)				
All service establishments subject to Federal income tax	1,626,017	16,054,738	289,806,504	18,051	10	577,594	130,575
Photographic studios, portrait	9,485	50,137	514,034	10,253	5	3,748	401
Radio, TV, publishers' advertising representatives	1,816	17,921	472,862	26,386	10	179	71
Commercial photography, art, and graphics	13,826	70,034	1,662,232	23,735	5	3,515	480
Sign painting shops	2,232	7,972	122,108	15,317	4	1,195	134
Interior designing	5,291	20,866	449,719	21,553	4	1,648	218
Radio and TV repair shops	6,523	32,091	530,464	16,530	5	2,958	319
Architectural services	17,777	136,809	3,952,558	28,891	8	5,012	1,699
Amusement and recreation services, including motion pictures	99,480	1,094,396	15,473,599	14,139	11	22,794	8,427
Motion picture production, distribution, and services	11,242	171,328	4,973,497	29,029	15	924	524
Motion picture theaters	7,776	94,086	584,337	6,211	12	1,083	488
Motion picture theaters, except drive-in	6,777	89,613	550,813	6,147	13	831	388
Drive-in motion picture theaters	999	4,473	33,524	7,495	4	252	100
Video tape rental	16,824	79,559	580,785	7,300	5	6,082	2,617
Producers, orchestras, and entertainers	7,847	55,226	1,606,614	29,092	7	1,693	464
Theatrical producers (except motion picture) and miscellaneous theatrical services	3,253	31,534	744,802	23,619	10	499	271
Bands, orchestras, actors, and other entertainers and entertainment groups	4,594	23,692	861,812	36,376	5	1,194	193
Dance halls, studios, and schools	4,016	19,759	112,403	5,689	5	1,881	218
Carnivals, circuses, and fairs	515	4,780	49,118	10,276	9	124	33
Museums	238	1,778	20,616	11,595	7	71	24
All service establishments exempt from Federal income tax	175,829	6,736,670	117,976,275	17,513	38	NA	NA
Selected amuseument, recreation, and related services	12,045	236,105	3,067,846	12,994	20	NA	NA
Producers orchestras and entertainers	2,132	56,494	728,467	12,895	26	NA	NA
Theatrical producers (except motion pictures)	1,151	22,735	283,590	12,474	20	NA	NA
Bands, orchestras and other entertainment	981	33,759	444,877	13,178	34	NA	NA
Museums, art galleries and botanical and zoological gardens	2,695	52,104	778,274	14,937	19	NA	NA
Commercial museums	461	10,116	127,055	12,560	22	NA	NA
Noncommercial museums	2,030	33,379	510,263	15,287	16	NA	NA
Museums and art galleries	2,491	43,495	637,318	14,653	17	NA	NA
Arboreta, botanical and zoological gardens	204	8,609	140,956	16,373	42	NA	NA

NA - Not applicable.

Note: The universe of organizations that receive questionnaires in the 5-year economic census is obtained through the use of two sources. One source is filers of FICA reports, the other is filers of income tax forms (both for-profit and not-for-profit organizations). Arts organizations that do not submit either a FICA report or an IRS income tax report are not likely to receive a census questionnaire. Many arts organizations operate as subsidiaries of larger organizations that may not be primarily in the arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity, which may not be the arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1987.

(a) For pay period including March 12 (see note below). Includes both full- and part-time employees.

(b) Does not distinguish between full- and part-time employees. Therefore, cannot be compared to data in tables 2-7 and 2-8.

(c) Included in total number of establishments with payroll.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, SC87-5-4, Washington, D.C., 1987, table 1a and 1b.

Methodological note: **Establishments** as used in the Census of Service industries refer to a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Statistics for service industries represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and are provided in the service industries report, Miscellaneous Subjects (SC82-1-5). Each census report was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

Paid employees for pay period including March 12 - Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Table 2-11.
Name, jurisdiction, date founded, and membership of unions in the performing arts: 1968, 1987, 1989, and 1991

(continued on next page)

Union	Jurisdiction	Date founded	1968 Membership	1987 Membership	1989 Membership	1991 Membership
I. Performer unions						
Associated Actors and Artists of America (Four A's)		1919	83,400	240,000	NA	NA
Actors' Equity Association (Equity)	Actors, stage managers, choreographers, chorus directors	1913	14,000	37,200	37,200	39,000
American Federation of Television and Radio Artists (AFTRA)	Actors, singers, dancers, newscasters, announcers, sound effects artists, disc jockeys, graphic artists, supernumeraries appearing on radio recordings and live or taped television productions	1937	23,000	66,000	67,800	67,000
American Guild of Musical Artists (AGMA)	Singers, choristers, choreographers, dancers, stage directors, stage managers, instrumentalists	1936	4,000	5,500	5,500	5,500
American Guild of Variety Artists (AGVA)	Cabaret, vaudeville, circus, burlesque performers	NA	12,500	5,000	5,000	5,000
Hebrew Actors Union (HAU)	Specialized actors	1900	200	200	200	200
Italian Actors Union (IAU)	Specialized actors	1938	100	50	70	70
Screen Actors Guild (SAG)	Actors in motion pictures, filmed television productions, industrials, educational films, governmental films, voices, dubbing	1933	26,000	63,000	70,000	75,000
Screen Extras Guild (SEG)	Film extras	1945	3,600	5,300	5,300	5,300
American Federation of Musicians of the United States and Canada (AFM) (a)	Musicians, conductors, librarians, arrangers, copyists, orchestrators	1896	283,200	230,000	200,000	200,000
II. Professional organizations (b)						
Association of Theatrical Press Agents and Managers (ATPAM)	Press agents, house managers, company managers	1928	600	650	650	650
Directors Guild of America (DGA)	Directors and assistant directors, associate directors, stage managers and production assistants in television and motion picture	1959	3,500	8,000	8,000	9,000
Dramatists Guild of America (DGA)	Composers, lyricists, authors of any material used in live theatre	1920	1,900	NA	NA	8,300
Society of Stage Directors and Choreographers (SSD&C)	Stage directors, choreographers	1959	400	950	1,400	1,400
United Scenic Artists (USA)	Costume, lighting, and scenic designers	1918	900	2,000	NA	2,000
Writers Guild of America (WGA)	Writers for television, radio, motion pictures	1954	4,200	6,600	6,600	6,600

NA - Not obtained.

(a) Formerly: (1965) American Federation of Musicians.

(b) Not affiliated with the AFL-CIO except for the United Scenic Artists, an affiliate of the Brotherhood of Painters, Decorators and Paperhangers of America.

Table 2-11.
Name, jurisdiction, date founded, and membership of unions in the performing arts: 1968, 1987, 1989, and 1991
(continued from previous page)

Union	Jurisdiction	Date founded	1968 Membership	1987 Membership	1989 Membership	1991 Membership
III. Supportive Unions						
International Alliance of Theatrical Stage Employees and Moving Picture Machine operators of the U.S. and Canada (Performing Arts) (IATSE)	Stagehands, carpenters, electricians, treasurers, ticket sellers, wardrobe attendants, film editors, make-up artists, publicists, script supervisors, film cameramen, studio mechanics and laboratory technicians	1893	60,000	NA	65,000	65,000
International Brotherhood of Electrical Workers (IBEW)	Electronics	1891	12,800	NA	1,000,000	1,000,000
International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers						
Local 399, Hollywood	Studio transportation drivers	NA	1,700	NA	NA	NA
Local 817, New York	Chauffeurs and helpers for motion pictures, theater, concert transport	NA	300	NA	NA	NA
International Union of Operating Engineers (OE)						
Local 30, New York	Engineers, mechanics, and helpers	1896	3,600	3,000	NA	NA
National Association of Broadcast Employees and Technicians (NABET)	Broadcasting technicians	1933	8,600	10,000	20,000	20,000
Retail Clerks International Association						
Local 1115-C, New York	Cloak room attendants	NA	NA	NA	NA	NA
Service Employees International Union (SEIU)						
Local 9, San Francisco Local 54, New York Small groups of members in other locals throughout the U.S.	Ushers, ticket takers, doormen, special guards, porters, cleaners, program distributors, roundsmen, matrons, watchmen, elevator operators	1921	NA	NA	NA	NA

NA - Not obtained.

Source: (1968) U.S. Department of Labor, Bureau of Labor Statistics, Directory of National and International Labor Unions in the United States, 1967, (Washington, D.C: Government Printing Office, 1967); union constitutions and interviews. 1968 data taken from Labor Relations in the Performing Arts, An Introductory Survey, Michael H. Moskow, NY, Associated Councils of the Arts, 1969, table 3, pp. 35-37; (Date of founding); (1987) Directory of U.S. Labor Organizations, 1986-87 edition. Courtney D. Gifford, Staff editor, the Bureau of National Affairs, Inc., Washington, D.C., 20037; (1989) Encyclopedia of Associations, 1990 24th edition; (1991) Encyclopedia of Associations, 1992, 26th edition. Karin E. Koek and Susan Boyles Martin, editors. Gale Research Company, Detroit, MI, 1987.

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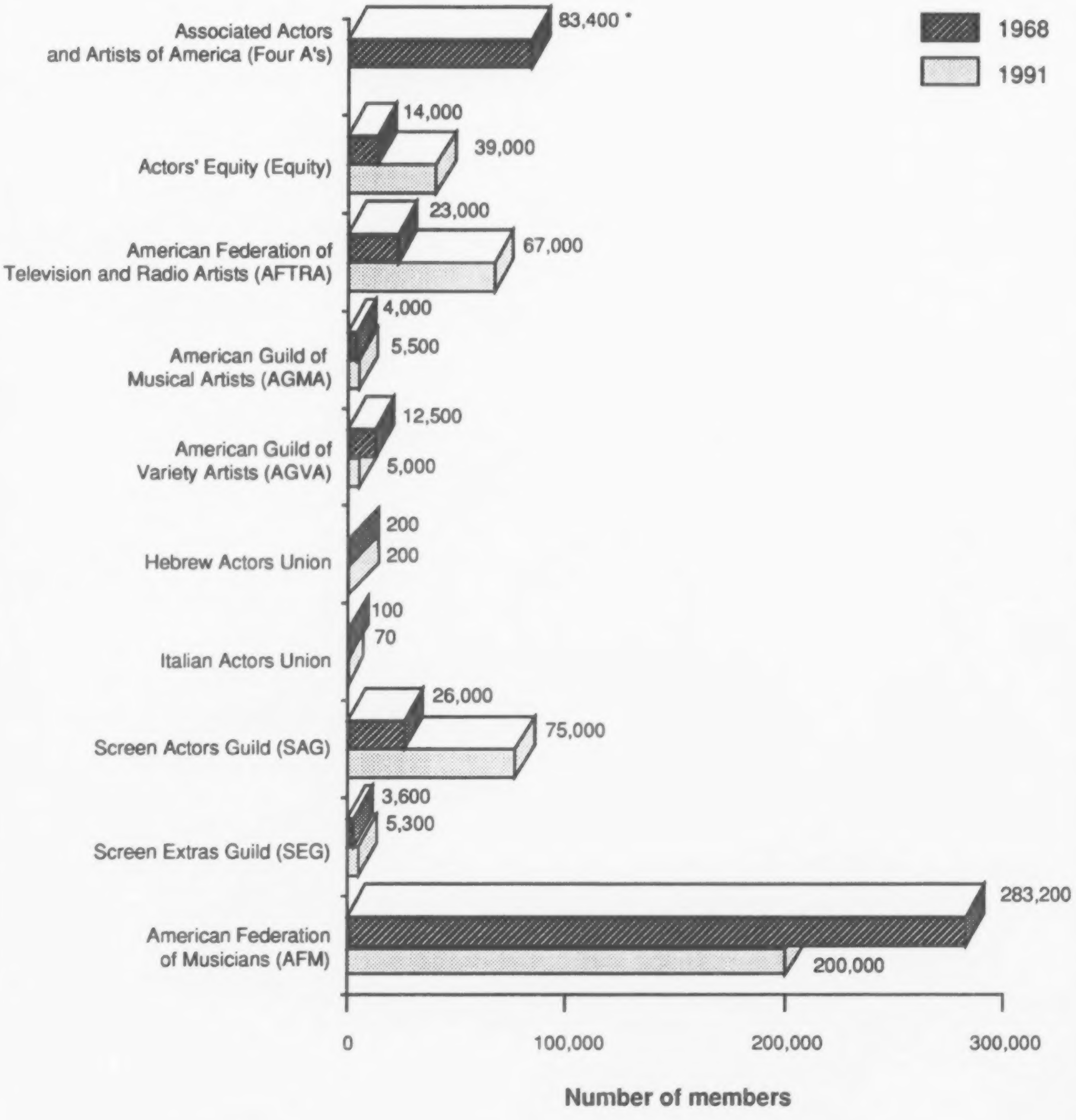
Chart 2-6.
Membership of performers' unions: 1968 and 1991



* Data were not available for Associated Actors and Artists of America (Four A's) in 1991.

Source: U.S. Department of Labor, Directory of National and International Labor Unions in the United States; See table 2-11 for full citatio

Table 2-12.
Percentages of uninsured artists, compared to the general public, by income: 1990-1991 (American Council for the Arts, Study of Artists Health Coverage/Health-Care Needs)

Household income	Uninsured in general population	Uninsured artists
	(in percent)	
Under $10,000	27	51
$10,000-19,999	24	32
$20,000-34,999	11	17
$35,000-50,000	6	6
Over $50,000	4	3

Source: U.S. Census Bureau for data on uninsured in the general population in that income bracket (1989 data). As included in American Council for the Arts, Study of the Health Coverage and Health Care Needs of Originating Artists in the United States, a preliminary report, researcher Monnie Peters, project director, Sarah Foote Cohen, New York, NY, 1991, p. 8 (Copyright).

Methodological note: In 1990, the American Council for the Arts (ACA) began a project to improve the health coverage of artists in the United States. The first phase of the project was a nationwide survey of the health coverage and health-care needs of originating artists, undertaken during the period July 1990 to February 1991. ACA includes in the category of "originating artists" choreographers; composers; craftspersons; designers; graphic artists; librettists; painters; playwrights and other writers, photographers and other visual artists, such as filmmakers and video artists; sculptors; and creative initiators in other art forms. For these artists, the health benefits typically offered as part of employment with an institution are often unavailable. Hence this segment of the artists population was selected for study because health coverage was perceived more likely to be problematic. This survey consisted of a questionnaire mailed to a nationwide sample of originating artists, with telephone followup to ensure an adequate response rate. The goal for the number of responses was 800-1000. There is no single list of artists, or even a widely agreed-upon count of the number of artists, in the United States. Any research on the U.S. artist population is hindered by the paucity of information about the distribution of artists across the country, and any researcher working in this area must adopt a practical method for overcoming this lack of knowledge. Fortunately, State arts agencies maintain lists of artists. Lists were obtained from State arts agencies. Taken together, the entries on all 51 lists totaled approximately 83,000 names. Four State lists contained, on visual inspection, a significant proportion (20 percent or more) of nonartists. The total was thus reduced to approximately 80,000 names, which constituted the sampling frame. From this a sample of 1,866 was drawn. A person was defined as an originating artist if he or she was included on the list of originating artists. In addition, each recipient of a questionnaire was asked directly, "Are you an originating artist?" If the answer was no, the recipient was instructed not to complete the questionnaire. The total number of completed questionnaires is 992. The ratio of completed questionnaires to sample number per state varies from 46 percent to 82 percent. The response rate of those artists eligible/reachable was 68 percent.

New Study

Table 2-13.
Health insurance status for respondents to American Council for the Arts study of health coverage/health care needs: 1990-1991

Respondent characteristic	All respondents		Insured as a percentage of total respondents	Uninsured as a percentage of total respondents
	Number of respondents	Percent of total sampled (a)		
Total number	992	100.0	82.1	17.9
Sex				
Male	412	42.3	79.6	20.4
Female	563	57.7	83.8	16.2
Not ascertained	17	(b)	(b)	(b)
Age				
25 and under	9	0.9	77.8	22.2
26 - 35	184	18.6	75.0	25.0
36 - 45	431	43.5	79.1	20.9
46 - 55	188	19.0	85.6	14.4
56 - 65	98	9.9	89.8	10.2
Over 65	81	8.2	96.3	3.7
Not ascertained	1	(b)	(b)	(b)
Household income				
$10,000 or less	104	11.7	49.0	51.0
$10,001 - 20,000	184	20.7	67.9	32.1
$20,001 - 30,000	188	21.1	79.8	20.2
$30,001 - 40,000	141	15.9	92.9	7.1
$40,001 - 50,000	100	11.2	95.0	5.0
$50,001 - 75,000	101	11.4	97.0	3.0
Over $75,000	71	8.0	97.2	2.8
Not ascertained	103	(b)	(b)	(b)
Percentage of household income from artistic endeavors				
0	138	14.6	89.1	10.9
1 - 10	284	30.0	89.4	10.6
11 - 25	112	11.8	85.7	14.3
26 - 50	121	12.8	81.8	18.2
51 - 75	53	5.6	79.2	20.8
76 - 99	43	4.5	60.5	39.5
100	195	20.6	67.2	32.8
Not ascertained	46	(b)	(b)	(b)
Type of artist				
Composer	43	4.4	65.1	34.9
Librettist	6	0.6	83.3	16.7
Playwright	38	3.9	81.6	18.4
Writer (all other)	172	17.4	83.1	16.9
Designer	72	7.3	77.8	22.2
Choreographer	24	2.4	75.0	25.0
Painter	416	42.1	82.2	17.8
Sculptor	174	17.6	78.2	21.8
Photographer	92	9.3	71.7	28.3
Graphic artist	128	13.0	85.2	14.8
Filmmaker	20	2.0	70.0	30.0
Video artist	22	2.2	59.1	40.9
Craftsperson	184	18.6	82.6	17.4
Other	109	11.0	78.0	22.0
Not ascertained	5	(b)	NA	NA

NA - Not applicable.

Note: See table 2-12 for methodological note.

(a) Percentages may add to more than 100 percent in this column because of rounding or multiple responses.

(b) Total responses less than 0.5 percent.

Source: American Council for the Arts, Study of the Health Coverage and Health-Care Needs of Originating Artists in the United States, a preliminary report, researcher Monnie Peters, project director, Sarah Foote Cohen, New York, NY, 1991, tables A-1, A-6 and A-17.

Table 2-14.
Characteristics of artists without health coverage responding to American Council for the Arts study of health coverage/health care needs: 1990-1991

Respondent characteristic	Number of of respondents	Percent
Artists not having health-care/insurance coverage		
Total with no insurance	178	100
Reasons for no insurance:		
Do not need	7	3.9
Lack adequate information	26	14.6
Process too difficult	21	11.8
No access to group	61	34.3
Cannot afford	141	79.2
Denied insurance	12	6.7
Dropped from plan	16	9.0
Artists who cannot afford health-care/ insurance coverage		
Total who cannot afford insurance	141	100.0
Sex		
Male	68	48.9
Female	71	51.1
Not ascertained	2	*
Age		
25 and under	1	0.7
26 - 35	36	25.5
36 - 45	78	55.3
46 - 55	18	12.8
56 - 65	6	4.3
over 65	2	1.4
Not ascertained	0	*
Household income		
$10,000 or less	49	36.3
$10,001 - 20,000	49	36.3
$20,001 - 30,000	26	19.3
$30,001 - 40,000	7	5.2
$40,001 - 50,000	3	2.2
$50,001 - 75,000	1	0.7
over $75,000	0	0.0
Not ascertained	6	*
Percentage of household income from artistic endeavors		
0	11	7.9
1 - 10	25	17.9
11 - 25	11	7.9
26 - 50	16	11.4
51 - 75	10	7.1
76 - 99	15	10.7
100	52	37.1
Not ascertained	1	*

Note: See table 2-12 for methodological note.

*Less than 0.5 percent.

Source: American Council for the Arts, Study of the Health Coverage and Health-Care Needs of Originating Artists in the United States, a preliminary report, researcher Monnie Peters, project director, Sarah Foote Cohen, New York, NY, 1991, tables A-7 and A-8.

Table 2-15.
Characteristics of respondents to Columbia University/Research Center for the Arts and Culture National Survey of Artists' work-related human and social service needs in ten US locations: 1989 (continued on next page)

	All Respondents		Painters*	
Respondent characteristic	Count	Percent	Count	Percent
City				
Boston	365	9.10	86	7.30
Cape Cod	242	6.00	74	6.30
Chicago	433	10.80	143	12.20
Dallas	360	9.00	47	4.00
Los Angeles	288	7.20	97	8.20
Minneapolis	423	10.50	66	5.60
New York	511	12.70	171	14.50
Philadelphia	395	9.90	149	12.70
Philadelphia (special)	184	4.00	80	6.80
San Francisco	444	11.10	166	14.10
Western Massachusetts	365	9.10	97	8.20
Totals	4,010	99.40	1,096	99.90
Sex				
Male	1,709	42.60	432	36.70
Female	2,238	55.80	725	61.60
Ethnic background				
Nonwhite	470	11.70	127	10.80
White	3,540	88.30	1,049	89.20
Total income as artist in 1988				
$0 - $500	1,038	25.90	328	27.90
$501-$3,000	1,038	25.90	366	31.10
$3,001-$7,000	537	13.40	165	14.00
$7,001-$12,000	402	10.00	105	8.90
$12,001-$20,000	365	9.10	72	6.10
$20,001-$40,000	352	8.80	64	5.40
More than $40,000	157	3.90	33	2.80
Total gross income in 1988				
$0 - $5,000	339	8.50	134	11.40
$5,001-$10,000	603	15.00	209	17.80
$10,001-$20,000	1,269	31.60	364	31.00
$20,001-$30,000	829	20.70	207	17.60
$30,001-$40,000	439	10.90	117	9.90
More than $40,000	372	9.30	90	7.70

*Largest subgroup responding to survey.

Table 2-15.
Characteristics of respondents to Columbia University/Research Center for the Arts and Culture National Survey of Artists' work-related human and social service needs in ten US locations: 1989 (continued from previous page)

	All Respondents		Painters*	
Respondent characteristic	Count	Percent	Count	Percent
Employment status				
Employed full time	1,562	39.00	364	31.00
Employed part time	1,269	31.60	402	34.20
Unemployed	342	8.50	139	11.80
Retired	93	2.30	38	3.20
Other	831	20.70	265	22.50
Work at more than one job				
Yes	1,802	44.90	439	37.30
No	2,140	53.40	714	60.70
Earn any money through art				
Yes	3,275	81.70	978	83.02
No	658	16.40	178	15.10
Hours per week on art				
0-10 hours	999	24.90	259	22.0
10-20 hours	595	14.80	189	16.10
20-30 hours	760	19.00	64	22.40
30-40 hours	863	21.50	265	22.50
Over 40 hours	545	11.30	95	81.0
Union				
Nonmember	2,914	72.70	964	82.00
Member	1,096	27.30	2112	18.00
Totals	4,010	100.00	1,176	100.00
Earned living as				
Artist	1,074	26.80	269	22.90
Art instructor	591	14.70	205	17.40
Arts manager	181	4.50	34	2.90
Commercial artist	227	5.70	84	7.10
Other art-related occupation	613	15.30	171	14.50
Non-art-related occupation	1,117	27.90	320	27.20
Other	528	13.20	174	14.80

*Largest subgroup responding to survey.

Table 2-15.
Characteristics of respondents to Columbia University/Research Center for the Arts and Culture National Survey of Artists' work-related human and social service needs in ten US locations: 1989 (continued from previous page)

Respondent characteristic	All Respondents		Painters*	
	Count	Percent	Count	Percent
Most important career				
Artist	3,277	81.70	1,098	93.40
Art instructor	131	3.30	33	2.80
Arts manager	81	2.00	7	0.60
Commercial artist	75	1.90	17	1.40
Other art-related occupation	331	8.30	28	2.40
Non-art-related occupation	123	3.10	21	1.80
Other	128	3.20	13	1.10
Need to work at other jobs				
Yes	3,054	76.20	917	78.00
No	898	22.40	237	20.20
Technical or professional training				
Formal degree in art	2,308	57.60	792	67.30
Certificate program	451	11.20	175	14.90
Conservatory-prof school	868	21.60	221	18.80
Private teacher(s)	1,403	35.00	266	22.60
Consider self a professional artist				
Yes	3,573	89.10	1,091	92.80
No	330	8.20	56	4.80

*Largest subgroup responding to survey.

Source: "Information on Artists - A Study of Artists' Work-related Human and Social Service Needs in Ten U.S. locations", Joan Jefferi, Project Director, Columbia University/Research Center for Arts and Culture, New York, NY, 1989, pp. I-1 to I-8.

Methodological note: The Research Center for Arts and Culture at Columbia University produced the INFORMATION ON ARTISTS Project. Its goals and objectives include

- implementation of a broad, national study to determine artists' needs and resources in work-related human and social services including health care and insurance, life insurance, retirement plans, credit, living and working space, legal and financial expertise;
- gathering of additional information to facilitate better descriptions of artists in terms of their economic and professional status in different artistic disciplines, in different urban and rural locations;
- cooperation and collaboration with local arts service and artists' service agencies in each location to make this information usable and useful to them;

Table 2-15.
Characteristics of respondents to Columbia University/Research Center for the Arts and Culture National Survey of Artists' work-related human and social service needs in ten US locations: 1989 (continued from previous page)

Methodological note (continued):

- demystification of the survey process and data gathering mechanisms that will enable agencies in each location to make specific connections between data from the field and creation of new programs and modifications of existing ones.

The Research Center for Arts and Culture (RCAC) employed a series of site visits and administered a questionnaire to artists in ten U.S. locations. A total of 9,870 questionnaires were sent out; the overall return rate for all sites was 42 percent. (In some individual locations, the return was as high as 48 percent.)

Artistic Disciplines. Lists of artists were gathered from organizations representing a large variety of artistic disciplines, and samples of artists were chosen to represent a number of different artistic disciplines in each location. In addition, a national sample of actors was surveyed in each location through the cooperation of Actors' Equity Association and their merged list of three performers' unions–Actors' Equity, Screen Actors Guild and the American Federation of Television and Radio Artists. The Introduction to this report describes the methodology for choosing lists, and an appendix lists the actual organizations from which the samples of artists were taken.

Although artists were able to choose up to three major areas to describe their artistic field, the first choices of respondents are listed below:

Artistic Field	Percentage of Respondents
Painting/drawing	30
Sculpture	8
Photography	6
Film	4
Video	1
Conceptual/performance	2
Writing/literature	11
Music	5
Graphics	1

Note taken from source cited above.

Table 2-16.
Summary statistics from respondents to Columbia University/Research Center for the Arts and Culture National Survey of Artists' work-related human and social service needs in ten US locations: 1989

Service need	All Respondents		Painters*	
	Count	Percent	Count	Percent
Where obtain routine health care				
Private physician	1,939	48.40	573	48.70
HMO or PPO	954	23.80	296	25.20
Clinic	475	11.80	104	8.80
Hospital outpatient	262	6.50	74	6.30
No routine care	818	20.40	251	21.30
Arts-related medical	28	0.70	3	0.30
Other	196	4.90	41	3.50
Exposed to occupational hazards				
Yes	1,976	49.30	670	57.00
No	1,876	46.80	450	38.30
Have health coverage				
Yes	3,243	80.90	939	79.80
No	706	17.60	222	18.90
Have life insurance				
Yes	1,722	42.90	446	37.90
No	2,190	54.60	698	59.40
Have retirement plan				
Yes	1,677	41.80	450	38.30
No	2,206	55.00	686	58.30
Need for legal advice				
Not at all	972	24.20	288	24.50
1-3 times	1,884	47.00	577	49.10
4-6 times	561	14.00	144	12.20
7-10 times	140	3.50	27	2.30
More than 10 times	178	4.40	36	3.10
Received legal advice				
Yes	1,921	47.90	528	44.90
No	1,880	46.90	577	49.10

Note: See table 2-15 for methodological note.

*Largest subgroup responding to survey.

Source: "Information on Artists - A Study of Artists' Work-related Human and Social Service Needs in Ten U.S. locations", Joan Jefferi, Project Director, Columbia University/Research Center for Arts and Culture, New York, NY, 1989, pp. 1-1 to 8.

Chapter 3

Arts Education

State Requirements in the Arts for High School Graduation
Table 3-1

Higher Education
Tables 3-2 to 3-23

Elementary/Secondary Education
Tables 3-24 to 3-26

This chapter includes information on high school graduation requirements in the area of the arts, higher education degrees awarded in the arts-related fields, higher education salaries for teachers in arts fields, and information on graduates in the area of arts administration.

Major Sources of Information

The major sources of information for this chapter are

- National Art Education Association;
- The National Center for Education Statistics (NCES), *Integrated Postsecondary Education Data System (IPEDS) Completions Survey*. This survey system replaced the Higher Education General Information Survey (HEGIS), *Earned Degrees and Other Formal Awards Survey*;
- NCES, *Recent College Graduates (RCG)* study;
- Higher Education Arts Data Service (HEADS);
- National Association of Schools of Art and Design;
- National Association of Schools of Dance;
- National Association of Schools of Theatre;
- International Council of Fine Arts Deans;
- The Association of Arts Administration Educators and the American Council for the Arts.

New Study from the National Arts Education Research Center at the University of Illinois

The 1992 Addendum includes summary data from a 1989 study conducted by the National Arts Education Research Center at the University of Illinois. The study provides information on offerings, time spent, teachers, and availability of materials for the visual arts and music in elementary and secondary schools. Data are presented in tables 3-24 to 3-26.

Comparison With 1989 Sourcebook

There were a number of special arts education studies and analyses of more general data bases relative to arts education that took place in the years 1982 to 1988, especially in the area of the arts in elementary and secondary education. Some of these studies were completed just in time to appear in the previous editions of the 1987 and 1989 Sourcebooks. A number of these were special studies that have not yet been updated. Others are periodic studies that are currently in the process of being updated. We identify a number of these studies below, give their table reference in the 1989 Sourcebook for interested readers, and in cases in which we have information, note their status as to future planned updates.

Major Studies in 1989 Sourcebook Not Yet Updated or Not Yet Available

- Information from a special analysis by Evaluation Technologies of *Course Offerings and Enrollments in the Arts and Humanities at the Secondary School Level*, utilizing NCES's *High School and Beyond (HS&B)* data for 1972 and 1982. This analysis has not been repeated using more recent HS&B data (see tables 3-2 to 3-6 in the 1989 Sourcebook).

- NCES's *1987 High School Transcript Analysis* using *National Assessment of Education Progress (NAEP)* data. This study is currently being updated for NCES by Westat for 1990 graduates. Tabulations will be available in late 1992. Information for 1982 and 1987 on the number of credits earned in arts related fields by high school graduates by various student characteristics can be found in tables 3-7a to 3-10f of the 1989 Sourcebook.

- NCES's Fast Response Survey System (FRSS), *Public School Districts Policies and Practices on Selected Aspects of Arts and Humanities Instruction*. This study, requested of NCES by NEA in 1988, provided information on local school districts' policies on arts credit requirements, use of arts teaching specialists, time allotted to arts instruction, and average student participation in arts-related school activities. The study has not been repeated (see tables 3-12, 3-18, 3-25, 3-30, 3-31 and 3-37 in 1989 Sourcebook).

- Council of Chief State School Officers' study, *Arts Education and the States: A Survey of State Education Policies*. Information from this 1985 study is provided in tables 3-22 and 3-23 in the 1989 Sourcebook.

- National Art Education Association, *A National Survey of Arts (s) Education 1984-85*. This study, providing information on State policies with regard to arts education, is currently being updated. Results will be available in the Spring of 1992. Results from the 1984-85 study are presented in tables 3-24, 3-26 to 3-29 and 3-33 of the 1989 Sourcebook.

- National Association of Schools of Music and College Music Society, *Study of Music in General Studies: A Survey of National Practices in Higher Education*. This study has not yet been updated (table 3-48 and 3-49 in 1989 Sourcebook).

Highlights of Information in Chapter 3

State Requirements in the Arts for High School Graduation

- By 1991, a total of 30 States had some form of arts credit requirement for high school graduation (table 3-1).

- A similar study conducted in 1985 found that only 22 States had arts requirements for graduation, and all but 2 had been adopted since 1979 (*National Art Education News*, December 1989).

- Not all State requirements include only arts and not all apply to all students. A few States, such as California and Oregon, link arts and foreign languages and specify that a student may have credit in arts or foreign language. Other States require arts only for a certain type of diploma (table 3-1).

Higher Education

Department of Education, National Center for Education Statistics (NCES), Integrated Postsecondary Educational Data System (IPEDS)

- Bachelor's degrees awarded in "visual and performing arts" increased from 30,394 bachelor's degrees awarded in the United States in 1971 to 40,802 awarded in 1980. After 1980 there were declines throughout the decade. In 1989, 37,781 bachelor's degrees were awarded in "visual and performing arts." This was an increase from 36,638 in 1988 (table 3-3).

- Over the same period (1971 to 1989) "communications and communications technologies" has had large increases, and "letters" has had large decreases. A total of 10,802 bachelor's degrees were awarded in "communications and communications technologies" in 1971 and 48,625 in 1989 (table 3-3).

- In the same period degrees awarded in "letters" went from 64,933 in 1971 to 43,323 in 1989. This figure was, however, up from 39,551 in 1988 (table 3-3).
- The category "architecture and environmental design" has also increased, from 5,570 in 1971 to 9,191 in 1988 (table 3-3).
- Considered as a percent of total degrees, "visual and performing arts" has remained relatively stable, while "letters" has declined and "communications and communications technologies" has increased substantially (table 3-3).
- "Visual and performing arts" degrees were about 3.6 percent of bachelor's degrees in 1971 and 3.7 percent in 1989 (table 3-3).
- "Communications and communications technologies" were 1.3 percent of bachelor's degrees in 1971 and 4.8 percent in 1989 (table 3-3).
- "Letters" were 7.7 percent of bachelor's degrees in 1971 but only 4.3 percent in 1989 (table 3-3).
- "Architecture and environmental design" degrees were .7 percent of bachelor's degrees in 1971 and .9 percent in 1989 (table 3-3).
- The percentage of "visual and performing arts" bachelor's degrees awarded to women has changed little since 1970 (being 60 percent in 1970 and 61 percent in 1989; chart 3-3).
- However, the percentage of advanced degrees awarded to women in "visual and performing arts," especially doctorates, has increased substantially over the same period (chart 3-3).
- In 1970, 22 percent of doctor's degrees in the "visual and performing arts" were awarded to women. In 1989, 41 percent were awarded to women (chart 3-3).
- In 1970, 47 percent of master's degrees in "visual and performing arts" were awarded to women. In 1989, a majority (56 percent) were awarded to women (chart 3-3).

Institutions Granting Degrees in Arts-Related Subjects

- For "visual and performing arts" in 1989, a total of 1,146 institutions awarded bachelor's degrees, 362 awarded master's, and 90 awarded doctor's degrees (table 3-7). This was a small decline from 1986 when 1,151 awarded bachelor's, 372 awarded master's, and 91 awarded doctor's degrees (1989 Sourcebook table 3-47a).
- In the same period the total number of institutions awarding any bachelor's and master's degrees increased slightly, going from 1,788 to 1,804 for bachelor's, and from 1,205 to 1,241 for master's degrees (table 3-47a in 1989 Sourcebook and table 3-7 in 1992 Addendum).

Arts Administration Programs

- The last 15-20 years have seen the growth of arts administration as a separately defined discipline. Most of the 27 programs offering graduate programs in this area were initiated after 1970 (table 3-8).
- Most programs admit between 10 and 20 students each year. The largest program is at New York University, with 40-45 students admitted each year (table 3-8).

Number of Teachers of Art, Drama, and Music in Higher Education

- In higher education, about 45,000 persons are employed as teachers of art, drama, and music as estimated by the Current Population Survey for 1991 (table 3-9).
- Unemployment rates for teachers of art, drama, and music were estimated to be about 2.7 percent in 1988 and 1.1 percent in 1991 (table 3-9).

Teacher Demand and Shortage, All Levels

- The music field is classified as having a balance of supply and demand for teachers in 1991. The classification is based on an opinion survey of placement officers from the membership in Association of School, College, and University Staffing (ASCUS; table 3-10).

- In the same study for 1991, the art teaching field is classified as having some surplus (table 3-10).
- On the scale of "1 to 5" with "1" considerable surplus and "5" considerable shortage, in 1991 art was rated 2.21; instrumental music was rated 3.27, and vocal music was rated 3.10 (table 3-11).

Higher Education Arts Data Service (HEADS) Reports

- In public institutions in 1990-91 the average salary for music faculty with the rank of full-professor ranged from $42,926 in institutions with 100 or fewer music majors to $50,823 in institutions with more than 400 music majors (table 3-17).
- In public institutions in 1990-91 the average salary of music faculty with the rank of assistant professor ranged from $29,019 in institutions with 100 or fewer music majors to $30,892 in institutions with over 400 music majors (table 3-17).
- Salaries for female professors of the same rank and with the number of music majors typically averaged slightly less than that for males. For example, in 1990-91 in schools with 100 or fewer music majors the average male full professor's salary was $43,126 and the average female's salary was $41,894 (table 3-17).
- Art/design, theatre, and dance faculty salaries were similar to music faculty salaries, being slightly above in some categories and slightly below in others (tables 3-18 to 3-20).
- For example, in the category of 201-400 majors in 1990-91, the average full professor's salary was $48,879 for art/design and $48,702 for music (tables 3-18 and 3-17).

Arts Administration Educators Survey of Graduates

- In 1991, about one-third (30 percent) of respondents to a survey of arts administration graduates were not currently employed in arts management positions. About 20 percent were not actively seeking an arts management position and 11 percent were actively seeking arts management employment (table 3-22).
- Of those employed in arts management positions and responding to the survey, 60 percent had salaries of under $40,000. The largest number (74 out of 246 respondents, 30 percent) had salaries between $25,000 and $32,999 for their current position (table 3-23).

Status of Music and Arts Education in Elementary and Secondary Schools, 1962 and 1989

- While the use of art and music specialists has increased greatly since 1962, the average amount of time spent on art and music instruction has declined somewhat at the elementary level since 1962 (tables 3-24 to 3-26).
- For example, in 1962 in grades 1-3 only about 4.5 percent of schools had an art specialist teaching art. By 1989 this percentage had risen to 58.5 percent (table 3-26).
- In 1962 for grades 1-3 the average time spent on arts instruction was 75 minutes per week, while in 1989 this number had declined to 56.5 minutes per week for small schools and 53.1 minutes for large schools of over 500 in enrollment (table 3-24).
- In 1962, only about 13 percent of schools had a music specialist teaching music in grades 1-3 compared with 88 percent of small schools and 83 percent of large schools in 1989 (table 3-24).

Table 3-1.
States that include arts credits as a requirement for graduation from high school: 1991

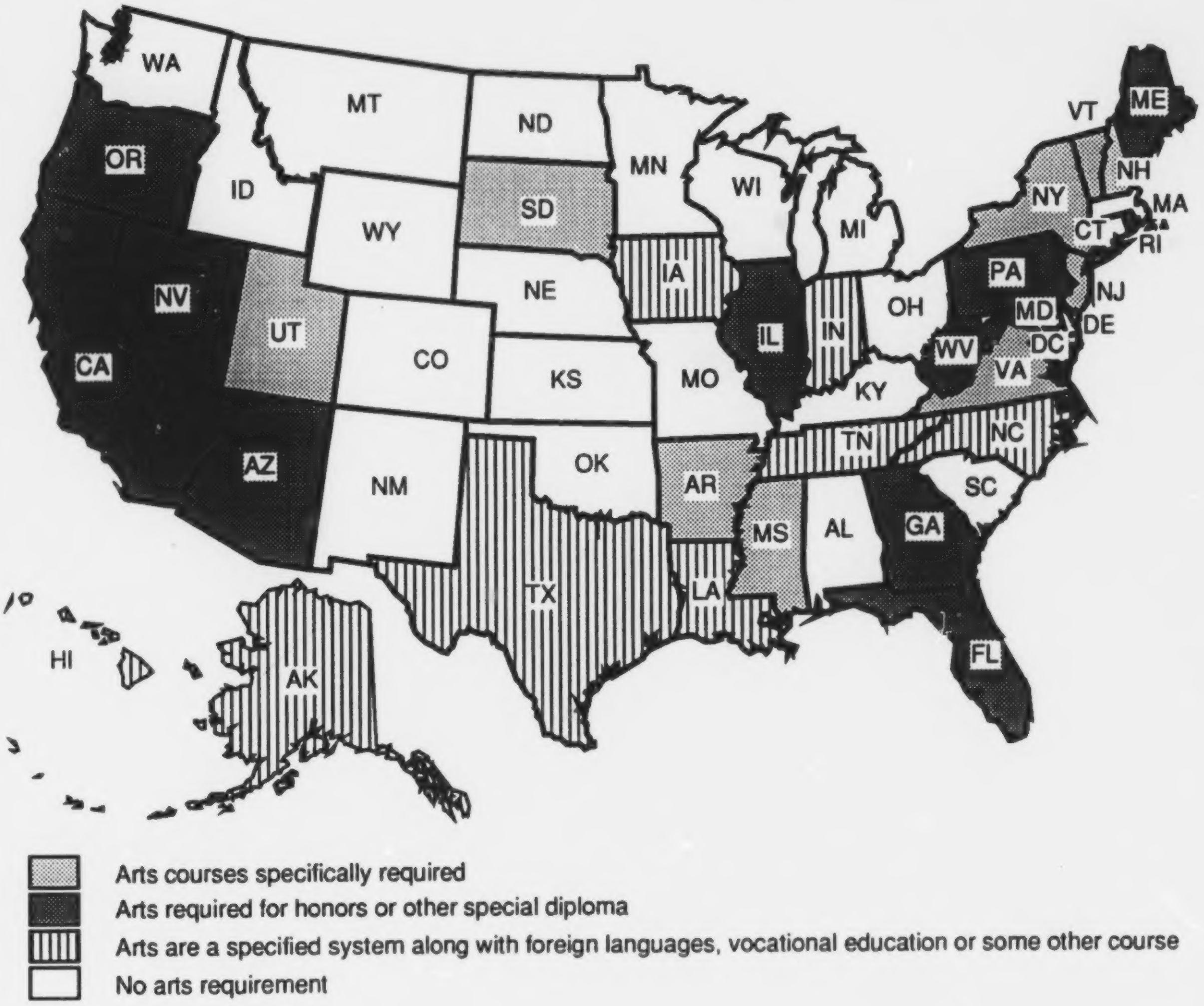
State	Years of instruction
Arizona	1 fine arts or vocational education
Arkansas	1/2 drama, music, visual arts
California	1 fine arts (creative writing, dance, drama, music, visual arts) or foreign language
Connecticut	1 arts (dance, drama, music, visual arts) or vocational education
Florida	1 a) practical arts vocational education or exploratory vocational education or b) performing fine arts (music, drama, painting, sculpture) a course that requires manual dexterity, or speech and debate or c) 1/2 credit each in practical arts vocational education or exploratory vocational education and performing fine arts
Georgia	1 fine arts (dance, drama, music, visual arts), vocational education, or computer technology
Hawaii	1 for academic honors only: art or music
Idaho	2 humanities
Illinois	1 art, music, foreign language, or vocational education
Indiana	2 for students seeking an honors diploma
Louisiana	1/2 for students in the Regents program (typically, the college-bound)
Maine	1 fine arts (visual arts, music, drama) or forensics
Maryland	1 fine arts (dance, drama, music, visual arts)
Mississippi	1 fine arts (dance, drama, music, visual arts, creative writing)
Missouri	1 music or visual arts
Montana	1 fine arts (visual, music, drama)
New Hampshire	1/2 arts education (art, music, visual arts, dance, drama)
New Jersey	1 fine arts, practical arts or performing arts
New York	1 dance, drama, music, or visual arts
Nevada	1 fine arts or humanities (requirement effective in 1992)
Oregon	1 music, visual arts, foreign language or vocational education
Pennsylvania	2 arts (dance, drama, music, visual arts) or humanities
Rhode Island	1/2 for college-bound students only. Dance, drama, music or visual arts
South Dakota	1/2 fine arts (dance, drama, music, visual arts)
Tennessee	2 for students seeking an honors diploma
Texas	1 for advanced academic program students only. Drama, music, or visual arts
Utah	1 1/4 dance, drama, music, or visual arts
Vermont	1 general arts, dance, drama, music or visual arts
Virginia	1 fine arts (art, music, dance, theatre) or practical arts
West Virginia	1 music, visual arts or applied arts

Note: By 1991 a total of 30 States had some form of arts credit requirement. As can be seen from the description, not all requirements include only arts and not all apply to all students.

Source: Data provided by Thomas A. Hatfield, National Art Education Association, Reston, VA, November 1991.

1989 Edition
Updates Chart 3-3.

Chart 3-1.
States that include arts credit as a requirement for graduation from high school: 1991


WA
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KS
MO
WV
VA
KY
TN
NC
OK
AR
AZ
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SC
MS
AL
GA
TX
LA
HI
AK
FL
▒ Arts courses specifically required
■ Arts required for honors or other special diploma
▥ Arts are a specified system along with foreign languages, vocational education or some other course
☐ No arts requirement

Source: National Art Education Association, November 1991; See table 3-1 for full citation.

Table 3-2.
Earned degrees in visual and performing arts conferred by institutions of higher education, by level of degree and gender of student: 1970-1971 to 1988-1989 (continued on next page)

	Bachelor's degrees			Master's degrees			Doctor's degrees		
Year	Total	Men	Women	Total	Men	Women	Total	Men	Women
1970-71.........	30,394	12,256	18,138	6,675	3,510	3,165	621	483	138
1971-72.........	33,831	13,580	20,251	7,537	4,049	3,488	572	428	144
1972-73.........	36,017	14,267	21,750	7,254	4,005	3,249	616	449	167
1973-74.........	39,730	15,821	23,909	8,001	4,325	2,676	585	440	145
1974-75.........	40,782	15,532	25,250	8,362	4,448	3,914	649	446	203
1975-76.........	42,138	16,491	25,647	8,817	4,507	4,310	620	447	173
1976-77.........	41,793	16,166	25,627	8,636	4,211	4,425	662	447	215
1977-78.........	40,951	15,572	25,379	9,036	4,327	4,709	708	448	260
1978-79.........	40,969	15,380	25,589	8,524	3,933	4,591	700	454	246
1979-80.........	40,892	15,065	25,827	8,708	4,067	4,641	655	413	242
1980-81.........	40,479	14,798	25,681	8,629	4,056	4,573	654	396	258
1981-82.........	40,422	14,819	25,603	8,746	3,866	4,880	670	380	290
1982-83.........	39,469	14,699	24,770	8,742	4,011	4,731	692	404	288
1983-84.........	39,833	15,103	24,730	8,520	3,897	4,623	728	406	322
1984-85.........	37,936	14,506	23,430	8,714	3,897	4,817	693	407	286
1985-86.........	36,949	14,284	22,665	8,416	3,775	4,641	722	396	326
1986-87.........	36,223	13,783	22,440	8,506	3,757	4,749	792	447	345
1987-88 (a).....	36,510	14,016	22,494	7,925	3,437	4,488	728	427	301
1988-89 (b).....	37,781	14,558	23,223	8,234	3,598	4,636	755	443	312

Note: Includes degrees in fine arts, general; art; art history and appreciation; music (performing, composition, theory); music (liberal arts program); music history and appreciation; dramatic arts; dance; applied design; cinematography; photography; and other fine and applied arts.

(a) Revised from previously published data.

(b) Preliminary data.

Source: (1970-71 to 1985-86) U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys. (This table was prepared November 1986.) As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1987, U.S. Government Printing Office, Washington, D.C., September 1988, table 207, p. 242. (1986-87) U.S. Department of Education, National Center for Education Statistics, "Degrees and other Formal Awards Conferred, 1985-86" Survey. (This table was prepared April 1989), Washington, D.C., table 172. (1988-89) U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys, and Integrated Postsecondary Education Data System (IPEDS). "Completions" survey. (This table was prepared 1990). As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1991, Washington, D.C., 1991, table 273, p. 284.

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Table 3-2.
Earned degrees in visual and performing arts conferred by institutions of higher education, by level of degree and gender of student: 1970-1971 to 1988-1989 (continued from previous page)

Methodological note: The Higher Education General Information Survey (HEGIS) is a coordinated effort administered by the Center for Education Statistics (CES). Its purpose is to acquire and maintain statistical data on the characteristics and operations of institutions of higher education. HEGIS, developed in 1966, is an annual universe survey of institutions listed in the latest Education Directory, Colleges and Universities.

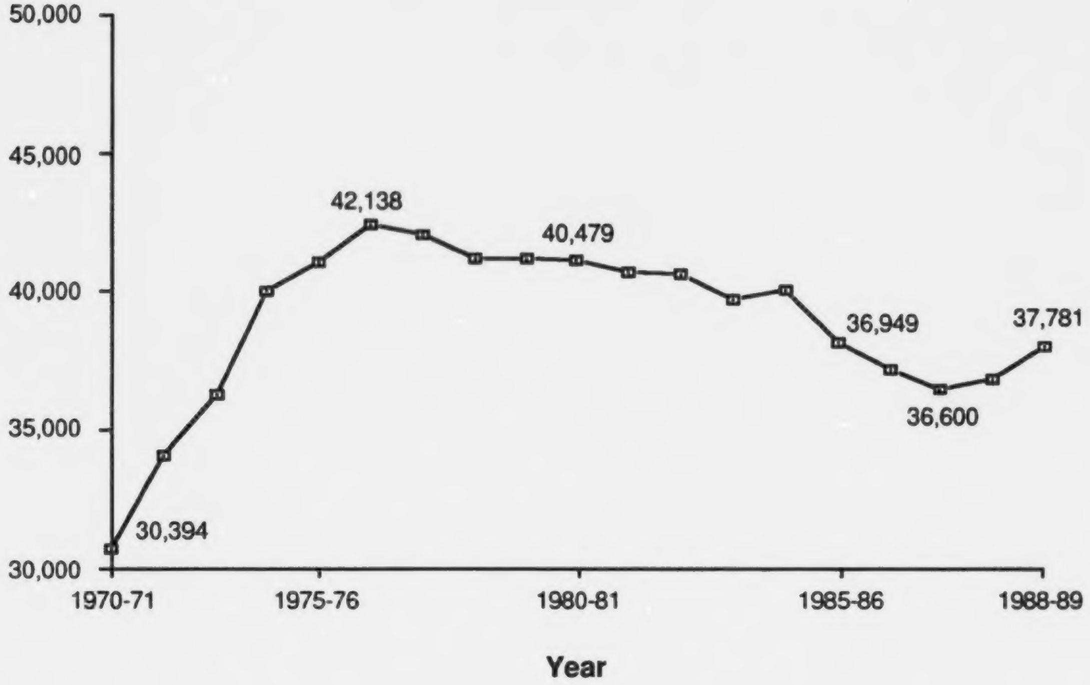
The Degrees and Other Formal Awards Conferred Survey has been part of the HEGIS series since its beginning. For the 1970-71 survey, however, the taxonomy used for classifying programs or areas in which degrees were awarded was changed. Once again in the 1982-83 academic year, a different taxonomy, Classification of Instructional Programs (CIP), was introduced. The information from survey years 1970-71 through 1981-82 is directly comparable, but care must be taken if information before and after these dates is included in any comparison. The response rate, which has been approximately 90 percent over the years, does not appear to be a significant source of nonsampling error for this survey. Because of the high response rate, nonsampling error caused by imputation would also be minimal.

The major sources of nonsampling error for this survey are the differences in the HEGIS program taxonomies and taxonomies used by the school, and the classification of double majors and double degrees. In the validation study conducted in 1979, it was found that the sources of nonsampling error noted above contributed to an error rate of 0.3 percent overreporting of bachelors degrees and 1.3 percent overreporting of masters degrees. The differences, however, varied greatly among fields. Over 50 percent of the fields selected for the study had no errors identified. The major categories of fields that had large differences were these: business and management, education, engineering, letters, and psychology. With few exceptions, differences in proportion to the published figures were less than 1 percent for most of the selected fields that had some errors. Note taken from the The Condition of Education: 1987.

The Integrated Postsecondary Education Data System (IPEDS) survey all postsecondary institutions, including universities and colleges, as well as institutions offering technical and vocational education beyond the high school level. This survey, which began in 1986, replaces and supplements the Higher Education General Information Survey (HEGIS).

The IPEDS consists of several integrated components that obtain information on who provides postsecondary education (institutions), who participates in it and completes it (students), what programs are offered and what programs are completed, and both the human and financial resources involved in the provision of institutionally based postsecondary education. Specially, these components include institutional characteristics, including institutional activity; fall enrollment, including age and residence; fall enrollment in occupationally specific programs; completions; finance; staff; salaries of full-time instructional faculty; and academic libraries.

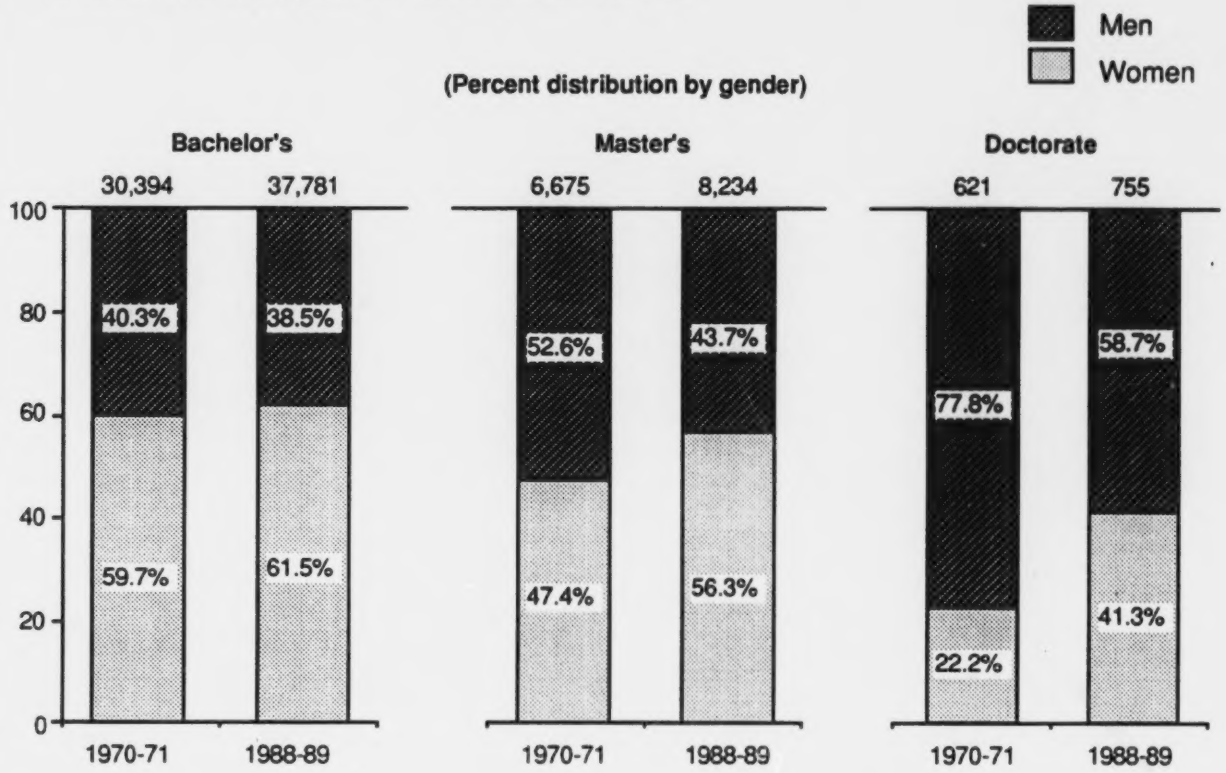
Chart 3-2.
Earned bachelor's degrees in visual and performing arts: 1970-1989



Source: U.S. Department of Education, Center for Education Statistics; See table 3-2 for full citation.

See Chart 3-13 for 1970-71 and 1986-87 data.

Chart 3-3.
Percentage distribution of bachelor's, master's, and doctorate degrees in the performing arts by gender: 1970-71 and 1988-89



Source: U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys; See table 3-2 for full citation.

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Updates Table 3-40b

Table 3-3.
Earned degrees in arts-related fields: 1971 to 1989

Level and field of study	1971	1975	1980	1982	1984	1986	1988	1989*
				(Number)				
Bachelor's degrees, total all fields.....	839,730	922,933	929,417	952,996	974,309	987,823	994,829	1,017,667
Arts-related fields								
Architecture and environmental design.	5,570	8,226	9,132	9,728	9,186	9,119	8,603	9,191
Communications and communications technologies........................	10,802	19,248	28,616	34,222	40,165	43,091	46,726	48,625
Letters...............................	64,933	48,534	33,497	34,334	33,739	35,434	39,551	43,323
Visual and performing arts............	30,394	40,782	40,802	40,422	39,833	36,949	36,638	37,781
Master's degrees, total all fields.......	230,509	292,450	298,081	295,546	284,263	288,567	299,317	309,762
Architecture and environmental design.	1,705	2,938	3,130	3,327	3,223	3,260	3,159	3,378
Communications and communications technologies........................	1,856	2,794	3,082	3,327	3,656	3,823	3,925	4,233
Letters...............................	11,148	10,068	6,807	6,421	5,818	6,291	6,194	6,608
Visual and performing arts............	6,675	8,362	8,708	8,746	8,520	8,416	7,937	8,234
Doctorate degrees, total all fields	32,107	34,083	32,615	32,707	33,273	33,653	34,870	35,759
Architecture and environmental design.	36	69	79	80	84	73	98	86
Communications and communications technologies........................	145	165	193	200	219	223	234	248
Letters...............................	1,857	1,951	1,500	1,313	1,215	1,215	1,172	1,238
Visual and performing arts............	621	649	655	670	728	722	725	755
				(Percent of degrees conferred)				
Bachelor's degrees								
Architecture and environmental design.	0.7	0.9	1.0	1.0	0.9	0.9	0.9	0.9
Communications and communications technologies........................	1.3	2.1	3.1	3.6	4.1	4.4	4.7	4.8
Letters...............................	7.7	5.3	3.6	3.6	3.5	3.6	4.0	4.3
Visual and performing arts............	3.6	4.4	4.4	4.2	4.1	3.7	3.7	3.7
Master's degrees								
Architecture and environmental design.	0.7	1.0	1.1	1.1	1.1	1.1	1.1	1.1
Communications and communications technologies.......................	0.8	1.0	1.0	1.1	1.3	1.3	1.3	1.4
Letters...............................	4.8	3.4	2.3	2.2	2.0	2.2	2.1	2.1
Visual and performing arts............	2.9	2.9	2.9	3.0	3.0	2.9	2.7	2.7
Doctorate degrees								
Architecture and environmental design.	0.1	0.2	0.2	0.2	0.3	0.2	0.3	0.2
Communications and communications technologies........................	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.7
Letters...............................	5.8	5.7	4.3	4.0	3.7	0.6	3.4	3.5
Visual and performing arts............	1.9	1.9	2.0	2.0	2.2	2.1	2.1	2.1

*Preliminary data.

Note: Beginning in 1982-83, the taxonomy used to collect data on earned degrees by major field of study was revised. The figures for earlier years have been reclassified when necessary to make them conform to the new taxonomy. Aggregations by field of study derived from the Classification of Instructional Programs, developed by the National Center for Education Statistics.

Source: (1971-1986) U.S. Department of Education, Center for Statistics,"Degrees and Other Formal Awards Conferred" surveys. As included in U.S. Department of Education, National Center for Educational Statistics, Digest of Education Statistics, 1988, U.S. Government Printing Office, Washington, D.C., table 176, pp. 210-212; (1988-89) U.S. Department of Education, National Center for Education Statistics "Degrees and Other Formal Awards Conferred" surveys, and Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared February 1991.) As included in Digest of Education Statistics, 1991, U.S. Government Printing Office, Washington, D.C., November 1991, table 235, 236, and 237, pp. 256-257.

See Table 3-42 for 1986-87 data

Table 3-4.
Bachelor's, master's, and doctor's degrees conferred by institutions of higher education in selected arts-related fields, by gender of student and field of study: 1988-1989 (continued on next page)

Field of study	Bachelor's degrees requiring 4 or 5 years			Master's degrees			Doctor's degrees (Ph.D., Ed.D., etc.)		
	Total	Men	Women	Total	Men	Women	Total	Men	Women
All fields	1,017,667	483,097	534,570	309,762	148,982	160,780	35,759	22,705	13,054
Architecture and environmental design, total	9,191	5,580	3,611	3,378	2,191	1,187	86	63	23
Architecture and environmental design, general	523	375	148	117	77	40	3	2	1
Architecture	4,681	3,397	1,285	1,675	1,201	474	30	19	11
City, community, and regional planning	310	228	82	987	620	367	39	30	9
Environmental design	734	487	247	64	32	32	4	4	0
Interior design	1,721	192	1,529	41	12	29	1	1	0
Landscape architecture	884	648	236	280	141	139	0	0	0
Urban design	1	1	0	83	53	30	0	0	0
Architecture and environmental design, other	337	253	84	131	55	76	9	7	2
Communications and communications technologies, total	48,625	19,263	29,362	4,233	1,710	2,523	248	137	111
Communications, total	47,385	18,567	28,818	3,926	1,540	2,386	242	135	107
Communications, general	22,399	8,423	13,976	1,501	563	938	163	94	69
Advertising	2,651	939	1,712	204	77	127	2	2	0
Communications, research	130	38	92	29	7	22	13	5	8
Journalism (mass communications)	11,522	4,191	7,331	1,270	485	785	29	17	12
Public relations	1,711	517	1,194	92	21	71	0	0	0
Radio/television news broadcasting	834	344	490	47	29	18	0	0	0
Radio/television, general	5,542	2,983	2,559	232	123	109	20	10	10
Communications, other	2,596	1,132	1,464	551	235	316	15	7	8
Communications technologies, total	1,240	696	544	307	170	137	6	2	4
Motion picture technology	36	32	4	0	0	0	0	0	0
Photographic technology	25	12	13	0	0	0	0	0	0
Radio and television technology	1,111	614	497	236	139	97	1	1	0
Communications technologies, other	68	38	30	71	31	40	5	1	4
Art education	1,021	188	833	554	104	450	50	27	23
Music education	2,846	1,213	1,633	847	390	457	80	47	33

See Table 3-42 for 1986-87 data

Table 3-4.

Bachelor's, master's, and doctor's degrees conferred by institutions of higher education in selected arts-related fields, by gender of student and field of study: 1988-1989 (continued from previous page)

Field of study	Bachelor's degrees requiring 4 or 5 years			Master's degrees			Doctor's degrees (Ph.D., Ed.D., etc.)		
	Total	Men	Women	Total	Men	Women	Total	Men	Women
Letters, total	43,323	14,237	29,086	6,608	2,272	4,336	1,238	559	679
English, general	30,293	9,566	20,727	4,077	1,363	2,714	730	318	412
Classics	464	210	254	117	68	49	51	32	19
Comparative literature	687	199	488	228	73	155	92	47	45
Composition	164	59	105	9	2	7	11	3	8
Creative writing	592	238	354	511	208	303	4	2	2
Linguistics	442	133	309	579	211	368	165	71	94
Literature, American	34	8	26	4	2	2	1	0	1
Literature, English	1,600	557	1,043	252	74	178	43	18	25
Rhetoric	0	0	0	0	0	0	0	0	0
Speech, debate, and forensics	7,878	2,889	4,989	557	178	379	107	56	51
Technical and business writing	134	38	96	83	21	62	0	0	0
Letters, other	1,035	340	695	191	72	119	34	12	22
Visual and performing arts, total	37,781	14,558	23,223	8,234	3,598	4,636	755	443	312
Visual and performing arts, general	1,889	675	1,214	219	98	121	8	3	5
Crafts	412	100	312	108	33	75	0	0	0
Dance	694	105	589	203	34	169	3	0	3
Design	4,713	1,945	2,768	341	156	185	0	0	0
Dramatic arts	4,612	1,935	2,677	1,070	515	555	61	39	22
Film arts, total	1,561	926	635	219	116	103	6	4	2
Cinematography/film	653	423	230	136	70	66	6	4	2
Photography	840	467	373	82	46	36	0	0	0
Film arts, other	68	36	32	1	0	1	0	0	0
Fine arts, total	16,172	5,222	10,950	2,762	1,019	1,743	162	50	112
Fine arts, general	10,225	3,442	6,783	1,451	603	848	36	14	22
Art history and appreciation	2,228	405	1,823	420	89	331	108	30	78
Arts management	85	15	70	74	24	50	0	0	0
Painting	715	253	462	195	82	113	0	0	0
Fine arts, other	2,919	1,107	1,812	622	221	401	18	6	12
Graphic arts technology	0	0	0	0	0	0	0	0	0
Music, total	6,580	3,140	3,440	3,243	1,588	1,655	514	347	167
Music, general	3,295	1,479	1,816	1,046	513	533	222	143	79
Music history and appreciation	65	27	38	62	27	35	32	22	10
Music performance	2,318	1,074	1,244	1,697	791	906	172	114	58
Music theory and composition	177	119	58	163	102	61	47	36	11
Music, other	725	441	284	275	155	120	41	32	9
Precision production	515	251	264	0	0	0	0	0	0
Visual and performing arts, other	633	259	374	69	39	30	1	0	1

Note: Aggregations by field of study derived from the Classification of Instructional Programs produced by the Center for Education Statistics.

Source: U.S. Department of Education, Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared November 1990), Washington, D.C., 1990, table 224.

Table 3-5a.
Associate degrees and other subbaccalaureate awards, by length and type of curriculum: 1983-1984 to 1988-1989 (continued on next page)

	1- to 4-year awards					Associate degrees				
Field of study	1983-84	1984-85	1985-86	1986-87	1988-89	1983-84	1984-85	1985-86	1986-87	1988-89
Total	124,633	123,680	120,380	109,613	104,233	452,416	454,712	446,047	437,137	435,210
Agriculture and natural resources, total	2,970	2,969	2,891	1,640	1,344	6,879	6,554	5,741	5,428	4,740
Agricultural business and agricultural production	2,150	2,216	2,087	1,389	1,116	4,395	4,175	3,651	3,655	2,889
Agricultural science	614	583	591	107	68	1,367	1,393	1,096	806	975
Renewable natural resources	206	170	213	144	160	1,117	986	994	967	876
Architecture and environmental design	400	411	550	593	598	1,495	1,490	1,432	1,662	1,815
Area and ethnic studies	15	20	64	208	117	30	32	33	19	15
Business and management	37,106	39,014	38,716	34,886	32,533	120,034	120,731	117,358	115,197	106,579
Accounting	799	680	748	776	656	6,128	5,527	5,094	5,253	4,380
Business and management, general	668	685	642	836	906	13,934	12,887	12,163	12,363	11,899
Business administration and mangement	609	682	825	870	1,069	18,683	19,530	18,988	21,911	24,876
Business and management, other	7,783	6,579	5,984	1,846	1,804	11,424	11,307	11,268	9,841	8,580
Business data processing	4,768	4,363	4,179	3,213	2,711	18,709	18,835	15,926	13,294	9,673
Secretarial and related programs	13,354	15,160	15,130	14,015	14,741	21,070	21,845	21,095	20,019	17,599
Business and office, other	2,409	3,408	3,475	3,881	1,840	14,082	14,378	15,373	14,877	14,860
Marketing and distribution	2,690	2,736	3,144	4,552	4,198	15,214	15,624	16,553	16,938	13,909
Consumer and personal services	4,026	4,721	4,589	4,897	4,608	790	798	898	701	803
Communications	115	154	119	461	402	1,881	1,846	2,055	1,590	1,779
Communications technologies	216	232	314	283	297	1,871	2,270	1,929	1,947	1,965
Computer and information sciences	2,327	2,453	1,889	1,977	1,534	12,824	12,677	10,704	9,098	7,914
Education	532	561	573	661	817	7,652	7,580	7,391	7,309	7,330
Engineering	521	233	465	113	832	4,459	3,881	5,256	4,518	2,682
Engineering technologies	32,353	31,212	28,419	28,297	23,311	57,735	59,951	58,083	58,191	53,176
Mechanics and repairers	14,811	14,795	13,418	12,308	11,011	9,253	8,666	10,996	11,023	7,739
Construction trades	4,062	3,499	3,289	3,204	3,090	2,179	2,341	2,131	2,082	1,695
Engineering technologies, other	13,480	12,918	11,712	12,785	9,210	46,303	48,944	44,956	45,086	43,742
Foreign languages	38	39	63	13	15	326	388	437	426	332
Health sciences	28,376	27,220	25,789	22,310	22,654	68,270	68,453	66,559	62,545	59,328
Dental assisting	3,037	2,912	2,623	2,595	2,188	4,389	4,160	4,051	4,017	3,599
Emergency medical technician-ambulance	718	573	721	668	891	139	74	88	63	51
Emergency medical technician-paramedic	579	596	546	454	562	186	211	267	307	299
Medical lab technician	85	33	110	190	69	3,037	2,788	2,609	2,352	1,703
Medical assisting	1,851	1,786	1,653	2,878	1,795	1,932	2,196	2,004	4,037	1,774
Nursing assisting	2,972	3,067	3,096	1,200	341	140	133	33	24	12
Practical nursing	12,910	12,322	10,570	8,748	9,862	1,389	1,252	991	607	591
Nursing, general	466	581	674	994	1,188	40,114	40,334	38,610	38,191	35,851
Health sciences, other	5,758	5,350	5,796	4,583	5,758	16,944	17,305	17,906	12,947	15,448
Home economics	3,991	3,762	4,099	3,603	3,396	9,247	9,611	9,469	9,311	10,430
Law	632	781	819	755	1,589	1,813	2,060	2,259	2,501	3,742
Letters	186	54	226	14	44	630	617	548	508	526
Liberal/general studies	1,273	1,343	1,754	907	1,006	108,019	106,396	107,672	108,207	118,463
Library and archival sciences	69	89	66	63	66	155	128	126	117	103
Life sciences	88	82	81	6	5	1,209	1,121	998	907	970
Mathematics	28	18	99	19	9	783	789	602	667	654
Military sciences	0	11	970	959	0	87	23	30	50	164
Multi/interdisciplinary studies	121	139	134	36	99	8,218	8,525	9,586	9,796	11,312
Parks and recreation	61	113	147	99	52	731	728	634	556	615
Philosophy and religion	12	65	161	80	69	144	138	114	100	81
Theology	677	724	559	460	677	712	701	705	578	568
Physical sciences	86	101	120	107	93	2,877	2,193	2,107	2,059	1,947
Science technologies	71	73	101	99	85	1,369	1,138	1,054	934	887

Table 3-5a.
Associate degrees and other subbaccalaureate awards, by length and type of curriculum: 1983-1984 to 1988-1989 (continued from previous page)

	1- to 4-year awards					Associate degrees				
Field of study	1983-84	1984-85	1985-86	1986-87	1988-89	1983-84	1984-85	1985-86	1986-87	1988-89
Physical sciences, other	15	28	19	8	8	1,508	1,055	1,053	1,125	1,060
Psychology	54	38	54	53	37	1,088	983	939	1,011	1,085
Protective services	1,661	1,832	2,066	2,141	2,156	11,983	12,305	12,096	11,960	11,655
Criminal justice administration and studies	444	444	510	1,202	741	5,666	5,533	5,579	6,203	4,695
Law enforcement and security services	641	870	1,019	494	503	4,019	4,211	4,167	3,708	4,386
Fire control and safety	380	373	394	380	340	1,671	1,724	1,666	1,449	1,488
Protective services, other	196	145	143	65	572	627	837	684	600	1,086
Public affairs	906	1,069	614	548	711	4,027	3,675	3,649	3,553	4,482
Transportation and material moving	558	734	296	277	484	1,601	1,561	1,338	1,284	2,090
Public affairs, other	348	335	318	271	227	2,426	2,114	2,311	2,269	2,392
Social sciences	8	15	179	127	122	2,734	2,587	2,540	2,620	2,700
Visual and performing arts	9,811	8,926	8,380	7,962	6,567	14,503	13,742	13,961	14,560	12,794
Fine arts, general	57	76	69	47	82	1,074	1,033	924	1,011	1,084
Visual arts technician	181	215	237	193	128	1,972	1,686	1,855	721	529
Precision production	8,967	8,199	7,609	7,333	6,082	9,166	8,711	9,104	9,204	9,018
Visual and performing arts, other	606	436	465	389	275	2,291	2,312	2,078	3,624	2,163
Undistributed	0	0	0	232	3,081	0	2,537	1,034	146	5,264

Source: (1983-87) U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys, Washington, D.C., 1989, table 170. (This table was prepared April 1989); (1988-89) U.S. Department of Education, "Completions" survey. (This table was prepared November 1990), Washington, D.C., 1990, table 223.

See Table 3-40a for 1986-87 data

Table 3-5b.
Earned degrees conferred by institutions of higher education, by control of institution, level of degree, and discipline division: 1988-1989*

	Public institutions				Private institutions			
Discipline division	Associate degrees	Bachelor's degrees	Master's degrees	Doctor's degrees	Associate degrees	Bachelor's degrees	Master's degrees	Doctor's degrees
Total	356,388	674,750	178,165	22,978	78,822	342,917	131,598	12,781
Agriculture and natural resources	4,475	13,032	3,077	1,170	265	456	168	14
Architecture and environmental design	746	6,692	2,233	51	1,069	2,499	1,145	35
Area and ethnic studies	8	1,482	560	48	7	2,467	418	62
Business and management	81,373	156,865	28,977	824	25,206	89,794	44,177	326
Communications	1,385	33,716	2,186	177	394	13,669	1,740	65
Communications technologies	1,575	566	37	5	390	674	270	1
Computer and information sciences	5,299	19,484	4,749	327	2,615	11,153	4,643	211
Education	6,616	76,028	57,704	4,915	714	20,960	24,534	1,868
Engineering	2,243	48,265	15,440	2,947	439	18,031	8,273	1,574
Engineering technologies	35,928	13,342	653	12	17,248	5,635	175	0
Foreign languages	173	6,251	1,283	251	159	4,523	628	171
Health sciences	53,555	38,511	11,268	1,044	5,773	20,600	7,987	395
Home economics	6,380	12,703	1,542	235	4,050	2,014	632	28
Law	2,913	1,286	411	31	829	690	1,687	45
Letters	474	27,215	4,843	853	52	16,108	1,765	385
Liberal/general studies	108,421	17,312	621	13	10,042	6,147	787	19
Library and archival sciences	101	108	3,131	58	2	14	809	3
Life sciences	908	22,491	3,679	2,438	62	13,588	1,254	1,050
Mathematics	629	10,038	2,780	575	25	5,199	644	307
Military sciences	22	241	0	0	142	178	0	0
Multi/interdisciplinary studies	11,110	13,277	1,423	178	202	4,936	1,802	79
Parks and recreation	523	3,714	418	35	92	457	42	1
Philosophy and religion	33	1,975	367	155	48	4,436	907	309
Theology	1,860	11,060	4,203	2,639	87	6,144	1,534	1,214
Physical sciences	11,299	11,816	726	25	356	2,810	320	2
Psychology	985	30,343	3,928	1,565	100	18,173	4,651	1,698
Protective services	3,828	10,157	10,558	182	654	5,097	7,370	235
Public affairs (c)	2,441	65,196	6,567	1,722	259	42,518	4,287	1,156
Social sciences	2	1	0	0	566	5,321	4,625	1,165
Transportation and material moving	8,738	21,559	4,784	459	4,056	16,222	3,450	296
Visual and performing arts	2,345	24	16	0	2,919	2,404	874	67

Note: To facilitate trend comparisons, certain aggregations have been made of the degree fields as reported in the IPEDS "Completions" survey: "Agriculture and natural resources" includes Agribusiness and agriculture production, Agricultural sciences, and Renewable natural resources; "Business and management" includes Business and management, Business and office, Marketing and distribution, and Consumer and personal services; "Engineering and related technologies includes Engineering and related technologies, Mechanics and repairers, and Construction trades; "Physical sciences" includes Physical sciences and science technologies; "Public affairs" includes Public affairs and Transportation and material moving; and "Visual performing arts" includes Visual and performing arts and Precision production.

*Preliminary data

Source: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared November 1990.) As included in Digest of Education Statistics, 1991, U.S. Government Printing Office, Washington, D.C., November 1991, table 239, p. 258.

See Table 3-43b for 1986-87 data

Table 3-6.
Associate degrees and other subbaccalaureate awards in arts-related fields, by length and type of curriculum and gender of students: 1988-1989

	Less than 1-year awards			1- to 4-year awards			Associate degrees		
Field of study	Total	Men	Women	Total	Men	Women	Total	Men	Women
Total	57,057	31,509	25,548	104,233	44,456	59,777	435,210	185,406	249,804
Architecture and environmental design	41	5	36	598	57	541	1,815	256	1,559
Communications	220	136	84	402	278	124	1,779	821	958
Communications technologies	638	219	419	297	153	144	1,965	1,292	673
Letters	60	22	38	44	19	25	526	164	362
Visual and performing arts	1,835	1,435	400	6,567	5,234	1,333	12,794	7,439	5,355
Fine arts, general	6	4	2	82	34	48	1,084	381	703
Graphic arts technician	57	29	28	128	60	68	529	197	332
Precision production	1,685	1,391	294	6,082	4,984	1,098	9,018	5,899	3,119
Visual and performing arts, other	87	11	76	275	156	119	2,163	962	1,201

Source: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared November 1990) ,Washington, D.C., 1990, table 223.

Table 3-7.
Number of institutions of higher education conferring degrees, by level of degree and discipline division: 1988-1989*

	Total number of institutions awarding degrees				Number of public institutions awarding degrees				Number of private institutions awarding degrees			
Discipline division	Associate degrees	Bachelor's degrees	Master's degrees	Doctor's degrees	Associate degrees	Bachelor's degrees	Master's degrees	Doctor's degrees	Associate degrees	Bachelor's degrees	Master's degrees	Doctor's degrees
Any degree	2,100	1,804	1,241	453	1,203	545	479	207	897	1,259	762	246
Agriculture	390	194	99	58	359	149	90	53	31	45	9	5
Architecture and environmental design	144	214	116	18	92	116	85	11	52	98	31	7
Area and ethnic studies	10	300	89	32	7	132	51	16	3	168	38	16
Business and management	1,590	1,318	669	108	1,058	485	347	73	532	833	322	35
Communications	223	827	203	39	187	341	140	30	36	486	63	9
Communications technologies	142	51	12	2	124	17	3	1	18	34	9	1
Computer and information sciences	634	1,045	299	95	440	426	192	63	194	619	107	32
Education	389	1,184	751	196	300	452	407	134	89	732	344	62
Engineering	262	374	252	155	238	205	163	106	24	169	89	49
Engineering technologies	1,062	297	52	3	889	206	43	3	173	91	9	0
Foreign languages	66	798	186	73	61	341	124	44	5	457	62	29
Health sciences	1,142	918	464	126	904	410	270	92	238	508	194	34
Home economics	539	382	165	34	471	227	130	27	68	155	35	7
Law	258	108	62	13	195	43	26	4	63	65	36	9
Letters	112	1,195	414	134	99	467	285	87	13	728	129	47
Liberal/general studies	1,208	526	96	8	915	229	36	5	293	297	60	3
Library and archival sciences	36	32	87	16	35	27	69	14	1	5	18	2
Life sciences	149	1,197	438	218	133	456	305	144	16	741	133	74
Mathematics	128	1,118	334	136	121	460	245	94	7	658	89	42
Military sciences	3	11	0	0	1	8	0	0	2	3	0	0
Multi/interdisciplinary studies	206	655	195	57	180	281	128	40	26	374	67	17
Parks and recreation	96	267	69	14	86	183	61	13	10	84	8	1
Philosophy and religion	78	336	238	101	2	1	0	0	76	335	238	101
Physical sciences	146	1,203	467	217	126	450	278	123	20	753	189	94
Protective services	265	1,047	348	197	212	446	240	129	53	601	108	68
Psychology	722	397	100	7	669	236	76	5	53	161	24	2
Public affairs	308	658	336	66	253	298	222	35	55	360	114	31
Social sciences	28	811	178	88	15	255	81	45	13	556	97	43
Theology	211	1,267	420	158	172	476	286	102	39	791	134	56
Visual and performing arts	697	1,146	362	90	571	430	225	56	126	716	137	34
Unknown	32	24	8	4	5	2	1	0	27	22	7	4

Note: To facilitate trend comparisons, certain aggregations have been made of the degree fields as reported in the IPEDS "Completions" survey: "Agriculture and natural resources" includes Agribusiness and agriculture production, Agricultural sciences, and Renewable natural resources; "Business and management" includes Business and management, Business and office, Marketing and distribution, and Consumer and personal services; "Engineering and related technologies" includes Engineering and related technologies, Mechanics and repairers, and Construction trades; "Physical sciences" includes Physical sciences and Science technologies; "Public affairs" includes Public affairs and Transportation and material moving; and "Visual and performing arts" includes Visual and performing arts and Precision production.

*Preliminary data.

Source: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared February 1991.) As included in Digest of Education Statistics, U.S. Government Printing Office, Washington, D.C., table 241, p. 260.

Table 3-8.
Selected characteristics of graduate arts administration training programs: 1991-1992

(continued on the next page)

Name of university	Degree(s) offered	Inception of program	Total number of graduates	Number of applications previous year	Number of students admitted each year
American University	M.A.	1974	85	65	10-20
Brooklyn College of the City University of New York	M.F.A. in performing arts management	1974	180	73	12-15
California State University, Dominguez Hills	Master of arts administration	1986	2	10	8-10
Carnegie Mellon University	Master of arts management	1987	NA	57	15
Columbia College	M.A.	1982	24	44	15-20
Columbia University/Teachers College	M.A.	1991	NA	NA	15-20
Drexel University	M.S.	1973	65	53	18-27
The Florida State University (Institute of Science and Public Affairs and School of Visual Arts)	M.S. - art and music education/arts administration Ph.D. - art education/arts administration M.A.-theatre administration	1978	21	10	6-9
Golden Gate University	Certificate	1972	23	15	
	M.A. - arts administration	1978	32	45	25-30
	M.B.A. - arts administration	1981	56	70	
Indiana University	M.A.	1971	153	82	10-12
Lesley College Graduate School	M.S.M.	1980	50	20	8-10
New York University (Performing Arts Management and Visual Arts)	M.A. in arts administration	1971	200	120	40-45
Sangamon State University	M.A.	1973	110	25	10-15
Southern Methodist University	M.A. in arts administration and M.B.A.	1982	64	43	8-10
State University of New York at Binghamton	M.B.A.	1974	175	90	15
Texas Tech University	Ph.D.	1972	94	50	25
University of Akron	M.A.	1980	36	20	8-12
University of Alabama	Master of fine arts in theatre management/administration	1984	7	40	3

NA - Not available

Table 3-8.
Selected characteristics of graduate arts administration training programs: 1991-1992
(continued from previous page)

Name of university	Degree(s) offered	Inception of program	Total number of graduates	Number of applications previous year	Number of students admitted each year
University of California at Los Angeles	M.B.A.	1969	300	65	10-15
University of Cincinnati	M.A.	1967/1976	125	38	10-12
The University of Maryland	M.F.A. - in theatre	1984	NA	5	2
University of New Orleans	M.A.	1983	20	30	8-12
University of Wisconsin-Madison	M.A.	1969	165	80	10
Utrecht School of the Arts	Highest level in Dutch system	1985	41	NA	25
Virginia Tech	M.F.A. - theatre arts	1978	32	35	4-5
Yale University	M.F.A.	1966	113	28	8
York University	M.B.A.	1969	125	25	10-15

NA - Not available.

Note: This is not a complete list. Data are only from those graduate programs that responded to the survey.

Source: American Council for the Arts, Survey of Arts Administration Training: 1991-1992, New York, NY, 1991.

Methodological note: This is the seventh in a series of surveys sponsored by the Association of Arts Administration Educators. Prior surveys were conducted in 1975, 1977, 1979, 1983, 1985-86, 1989-90, and 1990-91.

The Association of Arts Administration Educators (AAAE) has sponsored seven surveys of arts administration training in the United States and Canada. AAAE is a national nonprofit corporation of university programs in arts administration, encompassing visual, performing, and arts service organizations. Founded in 1975, AAAE was created to address common needs among programs, students, alumni, and practitioners of arts management. Currently, there are more than 25 member institutions.

The William H. Donner Foundation of New York conducted the initial survey in 1975. The 1975 research and report served as the basis for revised editions published in 1977, 1979, 1983, 1985-86, 1989-90, 1990-91 and the current report for 1991-1992. The American Council for the Arts has published, promoted, and distributed all seven editions of the report. The reports summarize the most current information about college and university arts administration and management training programs throughout the country, and the nature and characteristics of each program. The publication also lists nonacademic, short-term training programs, ongoing administrative internships, and job placement programs. Information for the revised 1991-92 edition of the survey was obtained through correspondence and in telephone interviews conducted with most of the program directors or supervisors.

Table 3-9.
Employment and unemployment of teachers of art, drama, and music (higher ed.): 1983-1991

Employment status	1983	1985	1987	1989	1990	1991	Change 1983-91	Change 1990-91
Total	43,000	42,000	41,000	45,000	46,000	40,000	-3,000	-6,000
Employed..................................	42,000	41,000	40,000	45,000	45,000	40,000	-2,000	-5,000
Unemployed	1,000	1,000	1,000	(b)	1,000	(a)	(a)	(a)
Unemployment rate (percent).........	2.2	2.4	1.6	0.7	2.7	1.1	-1.1	-1.6

Note: Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. It is therefore possible that the unemployment rates using the rounded levels for unemployed and labor force yield slightly different rates. See chapter 2 for a description of these data.

(a) Not elsewhere classified.

(b) Less than 1,000.

(c) Data base is too small for an estimate.

Source: National Endowment for the Arts, Research Division, "Artist Labor Force, Employment and Unemployment, 1983-1991," Washington, D.C., February 1992. (Data are from U.S. Bureau of the Census and Bureau of Labor Statistics, Current Population Survey; Unpublished data.)

Updates Table 3-36a

Table 3-10.
Teacher supply/demand on a scale of 1 to 5 (a) by teaching field: 1976-1991

Teaching field	1976 (b)	1984	1988 (b)	1989 (b)	1990 (b)	1991 (b)
Teaching fields with considerable shortage (5.00-4.25)						
Speech pathology/audio	3.63	3.83	4.00	4.25	4.41	4.53
Special education-mental handicap	3.87	3.55	4.15	4.29	4.48	4.47
Special education-ED/BD	3.42	3.84	4.33	4.40	4.46	4.44
Special education-multi handicap	na	3.77	4.26	4.14	4.39	4.42
Special education-LD	4.00	3.98	4.26	4.26	4.49	4.41
Teaching fields with some shortage (4.24-3.45)						
Special education-deaf	NA	NA	3.91	4.12	4.34	4.21
Bilingual education	NA	4.04	4.35	4.45	4.35	4.15
Special education-other	NA	NA	NA	NA	3.98	3.96
Science-chemistry	3.72	4.25	3.96	4.01	3.62	3.84
Special education-reading	3.96	3.48	3.43	3.58	3.55	3.77
English as a second language	NA	NA	NA	NA	4.00	3.74
Language, modern-Spanish	2.47	3.18	3.59	3.76	3.76	3.71
Counselor-elementary	3.15	2.80	3.12	3.40	3.67	3.69
Language, modern-other	NA	NA	NA	NA	3.41	3.67
Science-physics	4.04	4.45	4.01	4.12	3.93	3.67
Special education-gifted	3.85	3.74	3.74	3.93	3.76	3.65
Counselor-secondary	2.69	2.67	3.03	3.26	3.56	3.64
Mathematics	3.86	4.78	4.00	3.83	3.91	3.58
Psychologist (school)	NA	NA	3.57	3.79	3.85	3.57
Library science	NA	3.30	3.56	3.60	3.76	3.53
Teaching fields with balanced supply and demand (3.44-2.65)						
Computer science	NA	4.34	3.79	3.75	3.84	3.36
Science-earth	3.44	3.70	3.52	3.55	3.15	3.33
Music-instrumental	3.03	3.25	3.00	3.20	3.23	3.27
Language-modern-French	2.15	3.08	3.43	3.51	3.22	3.24
Science-general	NA	3.65	3.42	3.43	3.26	3.16
Music-vocal	3.00	3.00	2.89	3.00	3.12	3.10
Language, modern-German	2.03	3.08	3.34	3.42	3.12	3.07
English	2.05	3.13	3.11	2.97	3.28	3.05
Technology-industrial arts	4.22	3.50	3.07	2.95	3.23	3.04
Science-biology	2.97	3.40	3.37	3.35	3.17	3.04
Agriculture	4.06	3.44	2.88	2.93	3.03	3.03
Social worker (school)	NA	2.33	3.01	3.03	2.99	2.94
Science-other	NA	NA	NA	NA	3.36	2.88
Driver education	2.44	2.61	2.70	2.71	2.57	2.82
Elementary-primary	2.78	2.13	2.71	2.63	2.83	2.82
Business	3.10	3.11	2.90	2.84	3.07	2.81
Elementary-intermediate	1.90	2.20	2.72	2.62	2.81	2.77
Speech	2.46	2.70	2.91	2.95	2.78	2.72
Teaching fields with some surplus (2.64-1.85)						
Home economics	2.62	2.43	2.26	2.33	2.69	2.63
Journalism	2.86	2.60	2.91	2.76	2.66	2.59
Data processing	NA	4.18	3.59	3.58	3.57	2.54
Art	2.14	1.89	2.35	2.24	1.96	2.21
Health education	2.27	1.90	2.02	2.03	2.02	2.17
Social sciences	1.51	1.91	2.00	1.98	1.89	1.98
Physical education	1.74	1.61	1.67	1.78	1.72	1.85

NA - Not available.

Note: Results are based on an opinion survey of a sample of teacher placement officers from throughout the United States. See table 3-11 for methodological note.

(a) Scale used was defined as follows: 5 = considerable shortage; 4 = some shortage; 3 = balanced; 2 = some surplus; 1 = considerable surplus.

(b) Mailings for 1976, 1988, 1989, 1990, and 1991 reports included all teacher placement offices which were members of ASCUS.

Source: Ginger S. Nicholas, Teacher Supply and Demand in the United States, 1991 Report, Association for School, College and University Staffing, Inc., (ASCUS), 1991, Evanston, IL, 1991, table 2, p. 3, copyright, 1991.

See Table 3-36b for January 1988 data

Table 3-11.
Relative teacher supply/demand on a scale from 1 to 5 (a) by field and geographic region (b): 1991

	Geographic region (b)											
Field	Alaska	Hawaii	1	2	3	4	5	6	7	8	9	National 1991 (b)
Agriculture	2.00	3.00	4.00	3.50	3.33	3.15	1.80	2.50	3.55	4.00	2.50	3.03
Art	2.00	3.00	1.63	2.33	2.10	2.51	2.25	2.70	2.32	1.90	1.55	2.21
Bilingual education	4.00	4.00	4.33	4.64	4.33	3.90	4.40	4.18	4.30	4.00	3.60	4.15
Business	3.00	3.00	2.75	3.30	3.00	2.53	3.14	2.47	2.18	2.25	3.33	2.81
Computer science	3.00	3.00	3.00	3.70	3.66	3.56	3.74	3.59	3.79	3.16	2.80	3.36
Counselor-elementary	5.00	4.00	4.14	3.33	4.14	4.07	3.88	3.41	3.69	3.00	2.00	3.69
Counselor-secondary	5.00	5.00	4.33	3.40	4.13	3.75	3.50	3.19	3.64	2.27	1.88	3.64
Data processing	3.00	NA	2.75	3.60	2.60	3.44	3.30	3.50	3.11	3.33	NA	3.18
Driver education	2.00	NA	2.33	3.17	2.25	2.29	2.42	2.10	2.28	4.00	NA	2.54
Elementary-primary	4.00	3.00	2.75	3.75	2.36	2.04	3.55	3.04	1.84	2.53	2.18	2.82
Elementary-intermediate	4.00	3.00	2.63	3.67	2.45	2.06	3.55	3.30	2.00	2.32	1.45	2.77
English	4.00	4.00	3.13	3.33	3.18	2.93	3.32	2.71	2.83	2.30	1.80	3.05
English as a second language	3.00	4.00	3.40	4.33	4.33	3.78	3.93	3.44	3.41	3.57	4.00	3.74
Health education	3.00	3.00	2.14	3.13	1.43	1.71	1.60	1.66	1.84	1.83	2.50	2.17
Home economics	4.00	2.00	2.80	2.86	2.29	1.89	2.18	2.59	2.56	3.00	2.75	2.63
Journalism	3.00	NA	2.50	3.00	2.50	2.87	2.53	2.81	2.67	3.00	1.00	2.59
Language, modern-French	4.00	3.00	2.86	3.08	3.00	3.39	3.18	3.88	3.03	3.85	2.37	3.24
Language, modern-German	3.00	3.00	2.71	3.08	3.00	3.28	3.31	3.77	3.09	3.30	2.28	3.07
Language, modern-Spanish	4.00	3.00	3.29	4.00	4.14	4.82	3.50	4.08	3.85	3.27	2.83	3.71
Language, other	5.00	NA	3.66	5.00	3.75	3.59	3.38	4.00	3.31	3.00	2.00	3.67
Library science	4.00	5.00	3.66	2.11	3.16	3.63	3.80	3.60	3.44	3.40	3.00	3.53
Mathematics	3.00	5.00	2.43	4.00	3.60	3.62	3.94	4.14	3.31	3.42	2.90	3.58
Music-instrumental	4.00	3.00	4.00	3.36	3.77	4.17	2.84	3.04	3.00	2.54	2.20	3.27
Music-vocal	4.00	3.00	3.66	3.08	3.66	3.19	2.79	2.76	2.93	2.54	2.40	3.10
Physical education	2.00	1.00	1.50	2.17	2.50	1.68	1.94	2.00	1.58	2.00	2.00	1.85
Psychologist (school)	4.00	3.00	4.00	4.27	4.00	3.60	3.27	3.20	3.62	3.36	3.00	3.57
Science-biology	3.00	2.00	2.75	3.42	2.73	3.50	3.45	3.88	2.89	2.95	2.88	3.04
Science-chemistry	4.00	5.00	3.25	4.08	3.30	3.91	3.89	4.36	3.45	3.55	3.50	3.84
Science-earth	3.00	4.00	3.00	3.33	2.70	3.45	3.70	3.77	3.17	3.16	3.33	3.33
Science-general	3.00	4.00	3.00	3.33	2.70	3.48	3.47	2.66	3.05	3.05	3.00	3.16
Science-physics	3.00	NA	3.25	4.25	3.13	3.79	4.10	4.28	3.63	3.63	3.66	3.67
Science-other areas	NA	NA	3.33	3.56	2.14	2.44	4.43	3.42	3.04	2.75	3.66	2.88
Social sciences	2.00	2.00	1.71	1.60	1.88	1.84	2.35	2.30	1.70	2.00	2.37	1.98
Social worker (school)	3.00	NA	4.00	3.00	3.00	2.97	2.43	3.08	2.71	3.20	2.00	2.94
Speech	3.00	NA	1.83	3.25	2.33	2.97	2.73	3.33	2.43	3.33	2.00	2.72
Special ed-deaf	5.00	5.00	3.40	4.43	4.60	4.29	3.73	4.00	3.63	4.00	4.00	4.21
Special ed-ED/BD	5.00	5.00	4.33	4.50	4.43	4.37	4.46	4.42	4.23	4.27	3.85	4.44
Special ed-gifted	3.00	3.00	3.57	3.75	4.00	4.14	4.00	3.79	3.82	4.11	3.00	3.65
Special ed-LD	5.00	5.00	4.30	4.78	4.43	4.38	4.41	4.50	3.39	4.21	4.13	4.41
Special ed-Mental Hand.	5.00	5.00	4.33	4.50	4.57	4.41	4.47	4.38	4.00	4.43	4.13	4.47
Special ed-Multi Hand.	5.00	5.00	4.33	4.33	4.66	4.26	4.60	4.32	4.04	4.23	3.87	4.42
Special ed-reading	4.00	4.00	3.50	3.60	3.86	4.04	4.00	3.82	4.43	3.23	3.00	3.77
Special ed-other	NA	NA	4.00	4.50	4.25	3.75	4.10	4.22	3.80	4.00	3.00	3.96
Speech path./audio.	5.00	5.00	4.60	3.83	4.50	4.56	4.36	4.64	4.33	4.29	4.75	4.53
Technology/industrial arts	2.00	4.00	3.25	2.80	3.00	2.48	2.38	3.58	3.00	3.33	3.66	3.04
Composite	3.58	3.64	3.25	3.56	3.42	3.46	3.38	3.43	3.15	3.22	2.84	3.36

NA - Not available.

(a) Scale used was defined as follows: 5 = considerable shortage; 4 = some shortage; 3 = balanced; 2 = some surplus; 1 = considerable surplus.

(b) Regions are coded: Alaska, Hawaii, 1- Northwest, 2 - West, 3 - Rocky Mountain, 4 - Great Plains/Midwest, 5 - South Central, 6 - Southeast, 7 - Great Lakes, 8 - Middle Atlantic, 9 - Northeast. Alaska and Hawaii are not included in the national totals for years prior to 1990.

Source: Ginger S. Nicholas, Teacher Supply and Demand in the United States, 1991 Report, Association for School, College and University Staffing, Inc., (ASCUS), 1991, Evanston, IL, 1991, table 2, p. 3, copyright, 1991.

Methodological note: The ASCUS supply/demand report is based upon the observations, experiences, and opinions of ASCUS-member teacher placement officers. The survey instrument used to gather the information is updated and adjusted over time to best reflect changes and trends which relate to teacher placement in the United States. The report is designed as a tool to assist education placement offices, teacher candidates and the general public. The 1991 report has been compiled from returns of a survey which was distributed to all ASCUS-member teacher placement offices in November 1990. Questionnaires were distributed to 517 placement offices; responses were received from 223 institutions (43 percent).

Observational note: Most of the respondents to the ASCUS survey indicated that demand for teachers was about the same as it had been one year ago. The 1991 composite was 3.36 compared with 3.39 in 1990, and 3.19 in 1984. Note taken from source listed above.

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See Table 3-38 for related data

Table 3-12.
Teaching status of newly qualified teachers (NQT), by teaching field: 1987

Teaching field	Total	Eligible or certified in some field		Eligible or certified in teaching field		Certified in teaching field	
		Number	Percent	Number	Percent	Number	Percent
Newly qualified teachers	112,100	103,300	92.2	NA	NA	NA	NA
NQTs employed as teachers	68,600	59,800	87.2	53,800 *	78.4 *	50,600 *	73.8
Selected teaching fields of NQTs:							
General elementary	26,600	25,700	96.8	23,600	88.9	23,000	86.5
Art	3,800	3,300	87.5	1,400	36.7	1,000	26.8
Biological sciences	3,600	3,100	87.2	2,200	60.7	1,700	47.2
Business	1,400	1,200	87.1	700	47.6	500	37.7
English language arts	7,000	6,100	86.5	3,600	50.7	3,000	42.9
Mathematics	8,900	8,000	90.0	5,100	57.4	4,500	49.9
Music	3,800	3,500	91.8	2,400	61.4	2,200	57.5
Physical science	5,000	4,400	88.5	2,400	48.5	1,600	31.1
Physical education	6,600	6,000	91.1	4,400	66.7	4,000	61.1
Pre-elementary education	4,700	4,000	83.9	3,000	62.5	2,600	54.8
Social science/social studies	5,900	5,300	88.7	3,200	54.2	2,300	39.0
Special education	9,200	8,600	93.6	6,700	73.2	5,900	64.1

NA - Not applicable.

NOTE: Figures may not add to totals due to rounding.

*Includes an estimate for teachers who did not report a teaching field.

Source: U.S. Department of Education, National Center for Education Statistics, Recent College Graduate Survey, 1987. As included in "New Teachers in the Job Market, 1987 Update," July 1990, Washington, DC, table 10, p. 16.

Table 3-13.
Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1990-1991 (continued on the next page)

Degree programs	Number of institutions with majors	Music major enrollment, Summer 1990	Music major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Associate of Fine Arts degree programs or equivalent (65)*				
Total	24	149	981	111
Associate degree programs in music education, music/business, or music combined with outside field (50)*				
Total	15	28	288	48
Associate-level liberal arts degree programs in music (33-49)*				
Total	10	32	174	29
Bachelor of Music degree programs or other professional degree programs (65)*				
Accompanying	14	0	35	3
Brass	236	224	1,945	270
Composition	118	120	844	133
Guitar	166	125	914	107
Harp	42	10	88	14
History/literature	51	21	136	35
Jazz studies	64	265	1,491	210
Organ	156	61	334	50
Percussion	203	100	878	131
Piano/harpsichord	314	403	2,563	382
Piano pedagogy	71	59	271	33
Sacred music	75	77	576	80
Strings	222	237	2,257	368
Theory	57	56	269	48
Theory/composition	97	77	561	70
Voice	325	599	4,341	554
Woodwinds	265	286	2,270	310
Other	106	1,096	4,918	382
Total	370	3,816	24,691	3,180
Baccalaureate degree programs in music education, music therapy, and music combined with an outside field (50)*				
Total	441	4,321	28,326	3,693

*Percent of music content.

Table 3-13.
Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1990-1991 (continued from previous page)

Degree programs	Number of institutions with majors	Music major enrollment, Summer 1990	Music major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Baccalaureate liberal arts degree programs in music (33-49)*				
Total	399	1,095	9,684	1,412
Specific master's degree programs				
Accompanying	33	15	108	31
Arts administration	3	5	11	2
Brass	125	89	465	158
Composition	118	94	430	147
Conducting	103	180	423	209
Ethnomusicology	11	15	52	12
Guitar	59	26	139	40
Harp	27	8	36	12
Harpsichord	14	3	10	8
Jazz studies	18	43	166	27
Music education	192	1,859	1,903	802
Music history/musicology	80	175	335	92
Music therapy	18	53	133	26
Opera	18	8	84	26
Organ	93	52	206	77
Pedagogy	43	53	180	48
Percussion	102	34	195	67
Piano	160	262	923	265
Sacred music	26	175	486	161
Strings	123	118	810	243
Theory	73	95	213	49
Voice	166	315	1,179	319
Woodwinds	141	129	628	205
Other	44	310	360	83
Total	233	4,116	9,475	3,109
General master's degree programs				
Total	78	638	921	257

*Percent of music content.

See Table 3-53 for 1988-89 data

Table 3-13.
Music student enrollment and degrees awarded by institutions participating in Higher Education Arts Data Service (HEADS): 1990-1991 (continued from the previous page)

Degree programs	Number of institutions with majors	Music major enrollment, Summer 1990	Music major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Doctoral degree programs				
Accompanying	8	7	31	3
Brass	41	75	162	22
Composition	44	103	327	64
Conducting	33	130	335	46
Ethnomusicology	8	17	34	5
Guitar	14	9	26	2
Harp	5	1	7	0
Harpsichord	4	0	5	1
Music education	51	324	520	86
Musicology	36	86	327	39
Opera	2	0	4	2
Organ	39	70	158	28
Percussion	26	21	43	10
Piano	49	166	553	73
Sacred music	9	21	84	14
Strings	41	63	231	21
Theory	29	53	178	15
Voice	49	140	397	39
Woodwinds	42	103	237	36
Other	14	36	141	11
Total members	64	1,425	3,800	517
Grand total (members)	535	15,620	78,340	12,356

Source: Higher Education Arts Data Service, Data Summary for Music: 1990-91, Reston, VA, 1989, Music chart 1.1-1.4.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of the National Association of Schools of Music, the National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Theatre, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Music for 1990-91 are compilations of data generated from the 1990-91 Annual Reports required of all member institutions of the National Association of Schools of Music. Also included is information from a group of nonmember institutions that volunteered to participate in the HEADS survey. Data are reported for 538 institutions with music majors.

1989 Edition
See Table 3-54 for 1988-89 data

Table 3-14.
Art/design student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1990-1991 (continued on next page)

Degree programs	Number of institutions with majors	Art/design major enrollment, Summer 1990	Art/design major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Associate of fine arts degree programs or equivalent (65)*				
Total	26	4,922	4,328	1,283
Associate-level liberal arts degree programs in art/design (33-49)*				
Total	4	51	167	18
Bachelor of fine arts degree programs or equivalent (65)*				
Advertising design	13	338	1,101	279
Ceramics	75	163	562	168
Communications design	12	79	1,371	269
Crafts	12	49	272	61
Design	15	581	1,411	193
Drawing	44	246	1,028	272
Environmental design	10	69	484	95
Fashion design	9	189	1,229	247
Fashion illustration	7	32	198	43
Fiber	18	20	123	47
Film	12	104	701	153
Fine arts	62	1,708	6,669	1,206
Furniture design	7	18	208	29
General crafts	1	3	0	0
Glassworking	13	74	451	150
Graphic design	94	2,039	10,307	2,183
Illustration	41	581	3,256	757
Industrial design	22	434	1,971	427
Interior design	44	686	2,955	597
Jewelry/fine metals	40	60	471	105
Painting	94	634	2,897	810
Photography	86	590	2,728	598
Printmaking	74	69	551	148
Product design	17	97	432	189
Sculpture	77	114	850	240
Textile design/weaving	19	53	298	123
Theatre design	2	15	5	0
Video	7	23	83	9
Visual communications	12	150	886	140
Foundation/basic studies	53	555	8,707	1
Other	69	1,155	6,515	1,040
Total	167	10,928	58,720	10,579
Baccalaureate degree programs in art education, art therapy, and art/business/arts administration (50)*				
Total	103	1,074	5,169	796

*Percent of art/design content.

1989 Edition
See Table 3-54 for 1988-89 data

Table 3-14.
Art/design student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1990-1991 (continued from previous page)

Degree programs	Number of institutions with majors	Art/design major enrollment, Summer 1990	Art/design major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Baccalaureate of liberal arts degree programs in art/design (33-49)*				
Total	130	3,231	16,978	2,602
Specific initial Master's degree programs (50)*				
Studio art and design	45	239	1,045	216
Art therapy	8	79	170	19
Art history and criticism	42	161	702	137
Museum studies	3	6	16	4
Art education	54	290	602	194
Arts administration	2	4	8	3
Interdisciplinary	1	0	8	6
Other	13	43	91	50
Total	89	822	2,642	629
Master of Fine Arts degree programs or equivalent (2-year programs)				
Advertising design	4	0	26	17
Ceramics	52	51	208	76
Communications design	3	39	155	37
Crafts	4	1	33	3
Design	3	21	81	27
Drawing	20	32	142	20
Environmental design	3	0	2	1
Fashion design	1	0	1	1
Fashion illustration	1	0	0	2
Fiber	12	1	103	29
Film	6	5	215	48
Fine arts	15	207	704	238
Furniture design	6	3	22	9
General crafts	1	0	0	1
Glassworking	10	5	35	22
Graphic design	30	31	201	78
Illustration	8	15	54	28
Industrial design	9	41	158	30
Interior design	10	35	117	29
Jewelry/fine metals	30	25	115	34
Painting	63	125	666	225
Photography	44	38	337	153
Printmaking	56	43	270	73
Product design	5	0	32	8
Sculpture	58	44	253	97
Textile design/weaving	11	10	47	19
Theatre design	1	1	4	0
Video	3	0	10	4
Visual communications	4	0	42	22
Other	31	93	545	126
Total	92	866	4,578	1,457

*Percent of art/design content.

See Table 3-54 for 1988-89 data

Table 3-14.
Art/design student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1990-1991 (continued from previous page)

Degree programs	Number of institutions with majors	Art/design major enrollment, Summer 1990	Art/design major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Doctoral degree programs				
Art history and criticism	9	57	116	10
Art education	10	76	114	34
Other	2	17	17	2
Total	15	150	247	46
Grand total	214	22,049	92,887	17,418

Source: Higher Education Arts Data Service (HEADS), Data Summary for Art Design: 1990-91, Reston, VA, 1989, Art/Design chart 1.1.-1.4.

Methodological note: HEADS Data Summaries in Art/Design for 1990-91 are compilations of data generated from the 1990-91 Annual Reports required of all member institutions of the National Association of Schools of Art and Design. Information is also included from a group of nonmember institutions that volunteered to participate in the HEADS survey. Data are reported for 214 institutions having majors.

See Table 3-55 for 1988-89 data

Table 3-15.
Theatre student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Services (HEADS): 1990-1991 (continued on the next page)

Degree programs	Number of institutions with majors	Theatre major enrollment, Summer 1990	Theatre major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Associate degree programs in Theatre Education, Speech Education (50)*				
Total	0	0	0	0
Associate-level liberal arts degree programs in theatre (33-49)*				
Total	4	0	58	2
Bachelor of Fine Arts degree programs or equivalent (65)*				
Acting	47	148	1,567	272
Acting/directing	7	11	204	19
Children's theatre	3	4	16	0
Costume design	15	10	29	11
Design	25	25	165	36
Directing	11	3	34	9
Drama	1	0	25	13
Film/video	2	1	75	6
Lighting design	11	28	80	12
Musical theatre	18	25	446	62
Performance	6	34	192	20
Playwriting	5	2	28	2
Production	8	46	88	7
Scenery design	9	9	67	11
Technical design	15	17	128	22
Theatre management	10	21	127	17
General major	16	90	387	57
Other	23	28	467	58
Total	65	502	4,125	634
Baccalaureate degree programs in theatre education, speech education, and drama therapy (50)*				
Total	36	122	441	42
Baccalaureate liberal arts degree programs in theatre (33-49)*				
Total	120	1,255	8,282	1,292
Specific initial Master's degree programs (50)*				
Total	55	119	563	158

*Percent theatre content.

Table 3-15.
Theatre student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Services (HEADS): 1990-1991 (continued from previous page)

Degree programs	Number of institutions with majors	Theatre major enrollment, Summer 1990	Theatre major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Master of Fine Arts degree programs or equivalent (2-year programs)				
Acting	40	112	692	235
Acting/directing	8	1	54	10
Children's theatre	5	11	28	10
Costume design	38	22	134	36
Design	18	25	116	31
Directing	39	24	187	55
Drama	0	0	0	0
Dramaturgy	4	0	31	9
Film/video	1	2	3	0
Lighting design	26	9	66	16
Musical theatre	3	0	39	10
Playwriting	16	11	103	20
Production	2	0	5	2
Scenery design	29	17	104	33
Technical design	23	12	105	30
Theatre management	13	17	85	17
General major	1	1	4	3
Other	20	13	106	22
Total	57	277	1,862	539
Doctoral degree programs				
Theatre criticism	9	21	38	8
Theatre education	4	21	31	4
Theatre history	13	45	104	8
Theatre theory	6	11	29	2
Other	8	31	80	11
Total	19	129	282	33
Grand total	141	2,467	16,147	2,869

Source: Higher Education Arts Data Service (HEADS), Data Summary for Theatre: 1990-91, Reston, VA, 1989, Theatre chart 1.1.-1.4.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of National Association of Schools of Theatre, the National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Music, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Theatre for 1990-91 are compilations of data generated from the 1990-91 Annual Reports required of all member institutions of the National Association of Schools of Theatre. Information is also included from a group of nonmember institutions that volunteered to participate in the HEADS survey. A total of 140 institutions with majors reported information.

See Table 3-56 for 1988-89 data

Table 3-16.
Dance student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1990-1991 (continued on the next page)

Degree programs	Number of institutions with majors	Dance major enrollment, Summer 1990	Dance major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Associate of Fine Arts degree programs or equivalent (65)*				
Total	1	7	60	13
Associate liberal arts degree programs in dance (33-49)*				
Total	1	0	41	12
Bachelor of Fine Arts degree programs or equivalent (65)*				
Ballet	6	24	115	22
Choreography	1	1	10	0
Choreography/performance	7	11	136	24
Dance production	0	0	0	0
Dance studies	2	14	108	2
Modern dance	5	5	101	21
Musical theatre/dance	3	65	120	4
Performance	6	18	108	19
General dance major	12	96	430	67
Other	8	7	99	17
Total	31	241	1,227	176
Baccalaureate degree programs in dance education, pre-dance therapy, and dance combined with outside field (50)*				
Total	10	132	236	23
Baccalaureate liberal arts degree programs in dance (33-49)*				
Total	36	219	953	129
Specific initial Master's degree programs (50)				
Dance education	5	36	68	14
Dance studies	6	25	26	12
Dance therapy	1	0	17	9
Performance	3	7	8	1
Other	8	7	146	41
Total	14	75	265	77

*Percent dance content.

Table 3-16.
Dance student enrollment and degrees awarded by institutions participating in the Higher Education Arts Data Service (HEADS): 1990-1991 (continued from previous page)

Degree programs	Number of institutions with majors	Dance major enrollment, Summer 1990	Dance major enrollment, Fall 1990	Number of degrees awarded July 1, 1989 through June 30, 1990
Master of Fine Arts degree programs or equivalent				
Performance	3	1	4	3
Ballet	1	0	6	3
Choreography	4	14	18	4
Choreography/performance	9	16	70	16
Dance production	0	0	0	0
Modern dance	1	0	5	4
Musical Theatre/Dance	0	0	0	0
Other	5	27	25	1
Total	13	58	128	31
Doctoral degree programs				
Dance education	0	0	0	0
Dance studies	1	16	18	1
Dance therapy	0	0	0	0
Other	2	14	56	7
Total	3	30	74	8
Grand total	57	762	2,984	469

Source: Higher Education Arts Data Service (HEADS), Data Summary for Dance: 1990-91, Reston, VA, 1989, Dance chart 1.1.-1.4.

Methodological note: The Higher Education Arts Data Services (HEADS) project is a joint activity of National Association of Schools of Art and Design, the National Association of Schools of Dance, the National Association of Schools of Music, the National Association of Schools of Theatre, and the International Council of Fine Arts Deans.

HEADS Data Summaries in Dance for 1990-91 are compilations of data generated from the 1990-91 Annual Reports required of all member institutions of the National Association of Schools of Dance. Also included is information from a group of nonmember institutions that volunteered to participate in the HEADS survey. Data are reported for 59 institutions with dance majors.

1989 Edition
See Table 3-57 for 1988-89 data

Table 3-17.
Full-time music faculty salaries by type of institution, rank, gender, and number of music majors: 1990-1991 (continued on the next page)

	Public					
	Male		Female		All full-time faculty	
Size of institution by number of music majors	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
1-100 music majors		(dollars)		(dollars)		(dollars)
Professor	82	43,126	32	41,894	90	42,926
Associate professor	86	35,158	46	34,718	98	34,966
Assistant professor	93	29,372	60	27,927	102	29,019
Instructor	39	26,051	23	23,578	48	25,244
Lecturer	4	23,977	4	23,492	7	23,734
Unranked	7	34,846	5	35,377	9	35,305
Visiting faculty	4	27,362	3	28,694	7	27,933
101-200 music majors						
Professor	76	46,790	44	45,720	79	46,557
Associate professor	76	36,937	50	35,250	79	36,558
Assistant professor	69	30,812	49	30,087	73	30,506
Instructor	27	25,008	19	25,700	33	25,189
Lecturer	14	24,497	9	19,852	16	22,949
Unranked	8	31,116	2	26,019	9	30,097
Visiting faculty	4	29,875	3	20,270	7	25,072
201-400 music majors						
Professor	55	48,848	39	49,094	59	48,702
Associate professor	52	38,122	47	37,031	57	37,816
Assistant professor	54	30,443	47	31,877	59	31,045
Instructor	20	26,462	13	25,238	26	25,464
Lecturer	8	24,490	8	27,730	14	22,735
Unranked	6	36,961	3	27,915	7	34,134
Visiting faculty	6	28,221	4	25,700	8	27,557
401+ music majors						
Professor	27	51,179	26	49,213	27	50,823
Associate professor	27	38,695	26	37,620	27	38,395
Assistant professor	27	31,390	24	29,845	27	30,892
Instructor	7	25,702	4	25,578	8	25,661
Lecturer	4	35,844	3	28,593	6	34,171
Unranked	4	28,117	2	20,599	4	26,067
Visiting faculty	6	32,986	5	28,790	8	31,587

Table 3-17.
Full-time music faculty salaries of type of institution, rank, gender, and number of music majors: 1990-1991 (continued from previous page)

	Private					
	Male		Female		All full-time faculty	
Size of institution by number of music majors	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
1-50 music majors		(dollars)		(dollars)		(dollars)
Professor	58	40,664	20	35,406	69	40,121
Associate professor	62	33,084	30	31,734	73	32,661
Assistant professor	67	27,247	39	27,564	83	27,364
Instructor	16	22,644	18	21,781	33	22,103
Lecturer	1	28,500	4	25,793	4	26,244
Unranked	7	26,374	2	21,470	8	25,797
Visiting faculty	5	20,824	4	25,875	9	23,363
51-100 music majors						
Professor	48	38,613	18	34,199	56	38,261
Associate professor	46	33,173	29	30,142	55	32,569
Assistant professor	40	27,831	33	26,415	55	27,144
Instructor	15	23,514	13	21,366	24	22,625
Lecturer	4	24,037	0	0	5	26,768
Unranked	2	27,273	3	23,543	4	24,560
Visiting faculty	0	0	2	23,000	3	18,666
101-200 music majors						
Professor	26	45,724	16	43,006	30	44,895
Associate professor	26	36,247	20	34,119	32	34,732
Assistant professor	25	29,900	21	27,884	30	29,017
Instructor	9	23,929	5	25,562	15	22,850
Lecturer	1	27,000	1	27,290	4	18,786
Unranked	1	38,098	2	30,914	3	38,763
Visiting faculty	3	34,606	1	23,000	4	29,433
201+ music majors						
Professor	23	50,285	18	47,081	25	49,720
Associate professor	24	38,218	19	36,198	26	37,854
Assistant professor	23	30,590	21	28,545	26	30,287
Instructor	9	26,078	7	23,527	11	25,390
Lecturer	5	28,640	3	28,572	5	28,613
Unranked	6	35,456	4	28,777	6	32,946
Visiting faculty	6	28,380	0	0	6	28,380

Note: Salaries are based on a 9-month academic year, excluding benefits.

Source: Data Summary for Music: 1990-91, Higher Education Arts Data Service (HEADS), Reston, VA, 1991. Music Charts, 14-1, 14-2, 15-1, 15-2, 16-1, and 16-2.

Table 3-18.
Full-time art/design faculty salaries by type of institution, rank, gender, and number of art/design majors: 1990-1991 (continued on the next page)

	Public					
	Male		Female		All full-time faculty	
Size of institution by number of art/design majors	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
1-100 art/design majors		(dollars)		(dollars)		(dollars)
Professor	16	43,456	8	44,715	17	43,649
Associate professor	14	36,164	5	34,145	16	35,769
Assistant professor	15	30,349	8	29,003	18	29,960
Instructor	5	27,444	5	24,759	7	26,325
Lecturer	2	30,855	1	34,764	2	32,809
Unranked	1	28,270	0	0	1	28,270
Visiting faculty	0	0	0	0	0	0
101-200 art/design majors						
Professor	25	43,234	10	31,892	29	41,230
Associate professor	25	33,900	17	34,072	26	33,864
Assistant professor	20	29,253	21	29,301	26	29,328
Instructor	4	22,934	3	22,419	6	23,925
Lecturer	1	23,475	0	0	1	23,475
Unranked	0	0	1	24,914	1	24,914
Visiting faculty	4	31,054	2	32,000	4	31,290
201-400 art/design majors						
Professor	40	48,106	26	52,089	41	48,879
Associate professor	36	36,722	28	37,441	39	36,922
Assistant professor	33	30,775	36	30,227	40	30,487
Instructor	7	24,981	6	22,029	9	23,321
Lecturer	4	26,905	5	21,959	8	23,757
Unranked	1	34,764	0	0	1	34,764
Visiting faculty	6	24,334	5	25,416	10	24,826
401+ art/design majors						
Professor	44	51,155	36	51,973	45	51,282
Associate professor	44	39,006	40	40,179	45	39,360
Assistant professor	42	37,591	40	31,968	44	34,861
Instructor	8	27,673	7	23,351	10	25,881
Lecturer	16	26,320	11	26,236	19	25,858
Unranked	2	26,346	3	31,546	4	15,581
Visiting faculty	8	29,564	7	27,721	11	28,879

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Table 3-18.
Full-time art/design faculty salaries of type of institution, rank, gender, and number of art/design majors: 1990-1991 (continued from previous page)

	Private					
	Male		Female		All full-time faculty	
Size of institution by number of art/design majors	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
1-50 art/design majors		(dollars)		(dollars)		(dollars)
Professor	3	37,750	0	0	3	37,750
Associate professor	2	31,197	3	28,233	4	29,418
Assistant professor	2	25,500	2	23,300	3	24,620
Instructor	1	22,620	0	0	1	22,620
Lecturer	0	0	0	0	0	0
Unranked	0	0	0	0	0	0
Visiting faculty	0	0	0	0	0	0
51-100 art/design majors						
Professor	4	33,241	1	48,235	7	35,253
Associate professor	3	31,349	2	33,288	6	29,908
Assistant professor	3	28,822	4	29,996	7	27,162
Instructor	1	20,000	0	0	3	21,553
Lecturer	0	0	0	0	0	0
Unranked	1	31,250	2	27,625	2	29,437
Visiting faculty	1	29,824	1	29,825	1	29,824
101-200 art/design majors						
Professor	5	41,326	5	42,950	7	42,619
Associate professor	5	35,900	4	34,005	7	35,783
Assistant professor	7	31,165	7	29,844	8	30,918
Instructor	2	20,100	1	23,660	3	20,990
Lecturer	0	0	1	30,040	1	30,040
Unranked	0	0	1	10,000	2	36,625
Visiting faculty	1	28,000	0	0	1	28,000
201+ art/design majors						
Professor	28	41,268	20	37,268	31	40,418
Associate professor	29	33,895	24	32,292	31	33,219
Assistant professor	27	27,832	27	27,006	32	27,445
Instructor	8	25,919	11	25,218	13	25,646
Lecturer	1	23,000	1	23,250	1	23,200
Unranked	10	29,863	8	30,955	11	33,083
Visiting faculty	9	27,862	6	24,872	12	26,288

Note: Salaries are based on a 9-month academic year, excluding benefits.

Source: Data Summary for Art/Design: 1990-91, Higher Education Arts Data Service (HEADS), Reston, VA, 1991. Art/Design Charts, 14-1, 14-2, 15-1, 15-2, 16-1, and 16-2.

Table 3-19.
Full-time theatre faculty salaries by type of institution, rank, gender, and number of theatre majors: 1990-1991

Type and size of institution by number of theatre majors	Male		Female		All full-time faculty	
	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
All Private		(dollars)		(dollars)		(dollars)
Professor	17	49,012	3	51,163	19	49,253
Associate professor	17	39,200	8	37,240	20	38,370
Assistant professor	18	31,520	13	29,810	23	30,641
Instructor	5	30,459	3	33,088	6	25,336
Lecturer	5	21,970	4	23,125	7	22,432
Unranked	2	30,387	2	28,603	2	29,442
Visiting faculty	2	34,678	2	26,500	4	31,226
Public **(1-100 theatre majors)**						
Professor	37	48,752	9	45,553	41	48,727
Associate professor	40	36,547	22	35,192	47	36,579
Assistant professor	44	29,407	42	28,268	53	28,963
Instructor	6	24,462	5	20,772	13	22,279
Lecturer	2	26,266	4	26,721	7	24,711
Unranked	2	26,450	0	0	2	26,450
Visiting faculty	2	13,004	4	19,749	6	20,591
Public **(Over 100 theatre majors)**						
Professor	43	51,663	28	50,580	46	51,382
Associate professor	40	39,676	34	39,095	46	39,661
Assistant professor	36	31,550	33	29,761	43	30,914
Instructor	3	24,054	2	24,500	5	24,333
Lecturer	12	31,709	8	27,574	14	30,206
Unranked	4	25,141	3	25,703	5	25,422
Visiting faculty	8	36,824	5	31,055	12	34,956

Note: Salaries are based on a 9-month academic year, excluding benefits.

Source: Data Summary for Theatre: 1990-91, Higher Education Arts Data Service (HEADS), Reston, VA, 1991. Theatre Charts, 14, 15, and 16.

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1989 Edition
See Table 3-60 for 1988-89 data

Table 3-20.
Full-time dance faculty salaries by type of institution, rank, and gender: 1990-1991

	Male		Female		All full-time faculty	
Type of institution	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions	Number institutions reporting	Average all institutions
Private		(dollars)		(dollars)		(dollars)
Professor	0	0	1	49,521	1	49,521
Associate professor	4	32,828	4	35,217	6	34,022
Assistant professor	6	29,679	11	28,260	12	28,828
Instructor	2	22,650	2	20,750	3	21,700
Lecturer	0	0	0	0	0	0
Unranked	1	26,735	2	22,737	2	23,879
Visiting faculty	2	40,351	0	0	2	40,351
Public						
Professor	10	52,379	15	52,590	18	52,518
Associate professor	14	38,449	24	37,040	29	37,510
Assistant professor	16	30,203	25	31,354	31	30,932
Instructor	3	27,672	7	24,884	9	25,644
Lecturer	5	35,706	6	28,463	8	30,727
Unranked	1	28,008	1	37,246	2	32,627
Visiting faculty	1	22,223	4	19,090	5	19,482

Note: Salaries are based on a 9-month academic year, excluding benefits.

Source: Data Summary for Dance: 1990-91, Higher Education Arts Data Service (HEADS), Reston, VA, 1991. Dance Charts, 14, 15, and 16.

Table 3-21.
Areas of specialization in current occupation of graduates from art administration programs responding to the Arts Administration Educators Survey of Graduates: 1991

Areas of specialization	Responses (a)	Percent responding (b)
General management	186	60.2
Development	116	37.5
Marketing	113	36.6
Public relations	97	31.4
Finance	67	21.7
Audience development	62	20.1
Advertising	61	19.7
Consultation	60	19.4
Producing	57	18.4
Outreach/education	53	17.2
Publication	45	14.6
Box office	36	11.7
Artist management	31	10.0
Artistic direction	30	9.7
Group sales	25	8.1
Company/house management	21	6.8
Library/research	16	5.2
Curatorship	10	3.2
Stage management	7	2.3
Exhibit design	5	1.6
Other	32	10.4

(a) May include multiple responses, but does not include respondents not currently employed in and not seeking positions in arts management.

(b) Percent based on 309 responses to survey question of area(s) of specialization in current occupation.

Source: The Association of Arts Administration Educators in association with the American Council for the Arts, Survey of Graduates from the Arts Administration Graduate Programs, 1991, Jeffrey Johnson, AAAE intern, project director, New York, NY, April 1991.

Methodological note: The Association of Arts Administration Educators (AAAE) in association with the American Council for the Arts (ACA) conducted a survey of students from AAAE-member arts administration graduate training programs in the United States. Listings of current students and alumni were solicited from the 25 programs which are full members of AAAE. Mailing lists were received from 12 of these schools in time for inclusion in the April 1991 survey. Questionnaires were sent out in two installments on April 17 and 24. Of the 1240 surveys mailed, 405, approximately 33 percent, were returned in time to be compiled for this report.

Table 3-22.
Employment status of graduates in art management responding to Association of Arts Administration Education Survey: 1991

Category	Responses	Percent of total respondents (a)
Not currently employed in arts management position (b)	121	29.9
Actively seeking arts management position	43 (c)	10.6
Not actively seeking arts management position	79	19.5

Note: See table 3-21 for methodological note.

(a) Percent based on 405 (of 1,240) survey mailings which were returned and compiled for this survey.

(b) Does not include individuals who responded "no" but are working in following areas: consultants to arts organizations; educational and foundation positions directly related to arts field.

(c) Includes current arts management students, unemployed, and freelance seeking full-time employment.

Source: The Association of Arts Administration Educators in association with the American Council for the Arts, Survey of Graduates from Arts Administration Graduate Programs, 1991, Jeffrey Johnson, AAAE intern, project director, New York, NY, April 1991.

Table 3-23.
Salary ranges of graduates from arts administration graduate programs responding to Association of Arts Administration Educators Survey: 1991

Salary range	Original position (a)		Current position (b)	
	Responses	Total response	Responses	Total response
		(percent)		(percent)
Less than $10,000	33	9.9	1	0.4
$10,000-17,999	166	49.7	9	3.7
$18,000-24,999	97	29.0	27	11.0
$25,000-32,999	31	9.3	74	30.1
$33,000-39,999	5	1.5	36	14.6
$40,000-47,999	2	0.6	35	14.2
$48,000-54,999	0	0.0	17	6.9
$55,000-62,999	0	0.0	15	6.1
$63,000-69,999	0	0.0	5	2.0
$70,000-79,999	0	0.0	7	2.8
$80,000-89,999	0	0.0	4	1.6
Over $90,000	0	0.0	16	6.5
Total responses	334	100.0	246	100.0
No response	71		159	

Note: See Table 3-21 for methodological note.

(a) First position worked in after receiving degree in arts administration.

(b) Does not include respondents not currently employed in arts management positions.

Source: The Association of Arts Administration Educators in association with the American Council for the Arts, Survey of Graduates from Arts Administration Graduate Programs, 1991, Jeffrey Johnson, AAAE intern, project director, New York, NY, April 1991.

New Inclusion

Table 3-24.
Comparison of the status of music education in elementary schools in 1962 and 1989: 1989

	Offer	Written curriculum	Minutes per week
	(percent)	(percent)	(mean number)
Offering in general music			
Grades 1-3			
1962	94.5	51.1	75.0
1989 (small) (a)	98.0	84.0	56.5
1989 (large) (b)	95.7	86.1	53.1
Grades 4-6			
1962	94.5	51.1	80.0
1989 (small) (a)	93.9	80.8	62.4
1989 (large) (b)	98.3	86.1	62.7

	Classroom teacher	Classroom teacher with assistance from a specialist	Music specialist	Not taught
Who teaches general music?		(percent)		
Grades 1-3				
1962	42.5	39.0	13.0	5.5
1989 (small) (a)	6.6	4.5	87.9	1.0
1989 (large) (b)	9.3	3.4	83.1	4.2
Grades 4-6				
1962	32.5	40.0	22.0	5.5
1989 (small) (a)	8.2	.5	88.3	3.0
1989 (large) (b)	6.0	2.6	87.2	4.2

	Piano	Wind/percussion	Strings	Fee
Instrumental instruction		(percent)		
Grades 1-3				
1962	13.4	86.4	58.8	16.5
1989 (small) (a)	2.9	58.7	35.0	5.4
1989 (large) (b)	3.2	54.8	35.5	9.3

	1962	1989 (small) (a)	1989 (large) (b)
Availability of Instructional Materials and Equipment		(percent)	
Music series	77.8	97.5	94.1
Record players	90.2	99.5	99.2
Piano	83.9	99.0	100.0
Rhythm instruments	69.9	97.4	97.5
Record library	65.3	81.4	88.9
Tape recorder	60.6	100.0	99.2
Autoharp	37.1	82.2	87.7

(a) Less than 550 students.

(b) 551+.

Source: National Arts Education Research Center at the University of Illinois, sponsored by the National Endowment for the Arts and the U.S. Department of Education, The Status of Arts Education in American Public Schools, Charles Leonard, Director of Research, University of Illinois at Urbana, IL 1991, tables 7.1, 7.2, 7.3, 7.4, pp. 174, 175, 176.

New Inclusion

Table 3-25.
Comparison of the status of music education in secondary schools in 1962 and 1989: 1989

Group	1962 Junior high	1989 Middle school (a)	1962 Secondary	1989 Secondary (b)
		(percent)		
Offering in Music				
Concert band	94.3	93.6	92.6	93.2
Chorus	79.4	81.9	67.3	84.5
General music	84.4	68.8	43.6	22.3
Select choir	57.4	39.1	80.5	66.3
Orchestra	66.7	16.7	69.5	32.0
Boys chorus	28.7	18.5	41.0	22.3
Music appreciation	24.8	12.9	46.9	22.3

Item	1962	1989
Instructional Equipment	(percent)	
Piano	93.9	100.0
Record player	93.4	96.1
Risers	65.7	90.2
Record library	50.7	77.6

(a) Large middle school 500+ students.

(b) Large secondary school 1,000+ students.

Source: National Arts Education Research Center at the University of Illinois, sponsored by the National Endowment for the Arts and the U.S. Department of Education, The Status of Arts Education in American Public Schools, Charles Leonard, Director of Research, University of Illinois at Urbana, IL 1991, table 7.7, 7.8, p. 178.

Table 3-26.
Comparison of the status of arts education in 1962 and 1989 in elementary, middle, and secondary schools: 1989

Elementary school	Offer	Written curriculum	Minutes per week 1-3	Minutes per week 4-6
	(percent)	(percent)	(mean number)	
The Offering in Art				
1962	(a)	38.5	60.0	70.0
1989 (Small) (b)	96.0	75.0	49.2	50.3
1989 (Large) (c)	91.9	85.1	55.1	60.1

	Classroom teacher	Classroom teacher with help from specialist	Art specialist
Who Teaches Art?		(percent)	
1962 (1-3)	62.5	26.0	4.5
1962 (4-6)	59.3	24.5	8.7
1989 (1-6)	33.8	3.4	58.5

Secondary school	Junior high 1962	Middle school 1989	Secondary school 1962	Secondary school 1989
The Offering in Art			(percent)	
Drawing/painting	98.5	100.0	91.3	100.0
Ceramics	25.4	74.7	18.5	88.9
Metal/jewelry	16.9	18.6	15.2	46.3
Sculpture	12.3	70.1	6.5	87.0
Weaving	7.7	49.4	9.8	39.8

(a) In the 1962 survey the question was phrased in terms of there being a "definite allotment of time." Sixty percent of schools in large districts responded "yes;" 48 percent of schools in small districts responded "yes."

(b) Less than 550 students.

(c) 551+ students.

Source: National Arts Education Research Center at the University of Illinois, sponsored by the National Endowment for the Arts and the U.S. Department of Education, The Status of Arts Education in American Public Schools, Charles Leonard, Director of Research, University of Illinois at Urbana, IL 1991, table 7.5, 7.6, 7.9, pp. 176, 177, 179.

Chapter 4

Performing Arts

Theatre
Tables 4-1 to 4-15

Opera/Musical Theatre
Tables 4-16 to 4-27

Dance
Tables 4-28 to 4-37

Music
Tables 4-38 to 4-53

General or Combined Data
Tables 4-54 to 4-59

In this chapter data specific to the performing arts are presented. Since most sources present performing arts data from a disciplinary perspective, this chapter is divided into five sections, four of which represent the major performing arts disciplines: theatre, opera/musical theatre, dance, and music, which includes data on symphony orchestras, chamber music groups, choruses, and various categories of instrumentalists and other special interest musical groups. In addition, some tables contain data on the performing arts in general or for several discipline categories. These are presented in the last section.

It should be noted that within the structure of this report, there are also data relating to the performing arts disciplines on a variety of topics such as employment, finance, and education, which are presented in other chapters.

Major Sources of Information

The major sources of information in this chapter include

- The 1987 Census of Service Industries, U.S. Census Bureau, special tabulations for the National Endowment for the Arts;
- The League of American Theatres and Producers, Inc.;
- The Theatre Communications Group, Inc.;
- Actors Equity;
- The Institute of Outdoor Drama;
- OPERA America;
- The National Alliance of Musical Theatre Producers;
- Dance/USA;
- The American Symphony Orchestra League;
- Chorus America (formerly the Association of Professional Vocal Ensembles);
- Chamber Music America;
- Young Audiences.

In addition, tables are included from several special interest groups and analytical studies. These are identified on the specific tables obtained from them.

Comparison with the 1989 Sourcebook

Many of the sources used in this chapter regularly produce updated national data on their art forms. Therefore, most tables included in the 1989 Sourcebook in chapter 4 have been updated for this Addendum.

In addition, data from the Census of Service Industries has been updated with the recently published 1987 data. This information is included in tables 4-10, 4-28, 4-38, 4-55, 4-56, and 4-57.

A new study of the chamber music field was completed in 1990 by Chamber Music America and summary data from this study are presented in tables 4-42 to 4-49.

One regular source of information, The Central Opera Service, has been discontinued and the role they fulfilled will be taken over by the national organization OPERA America. Although new data were, therefore, unavailable from Central Opera Service for this Addendum, we have repeated the tables included in the 1989 Sourcebook from this source as Addendum tables 4-16 and 4-17.

Sources Not Repeated

The 1989 Sourcebook repeated tables included in the 1987 Sourcebook from two large cross disciplinary special studies done on the finances of the performing arts in the 1970's. These were

- The Ford Foundation study--*Finances of the Performing Arts*, published in 1975. This study presents detailed data on the finances of a sample of 166 nonprofit groups receiving Ford Foundation grants in the areas of theatre, opera, dance, and orchestra in the 1960's and early 1970's. The financial data cover the years 1965-71. Summary tables can be found in tables 4-6, 4-7, 4-24, 4-25,4-39 to 4-42, 4-51, and 4-52 of the 1989 Sourcebook. See introductory text to the 1989 Sourcebook for additional methodological information on this study.

- *Growth of Arts and Cultural Organizations in the Decade of the 1970's*. This study, completed in 1983, was sponsored by NEA and conducted by Informatics General Corporation. Using unpublished Ford Foundation data for the early 1970's, and additional data collected from the service organizations for each discipline throughout the 1970's, the investigators attempted to create a uniform data base with annual financial and operational data for groups of nonprofit theatres, operas, orchestras, ballet and modern dance companies, and art museums. Growth rates for certain economic and output variables were calculated. Summary results from this study were included in the 1989 Sourcebook in tables 4-26, 4-43, and 4-44.

The 1989 Sourcebook also included information on the geographic distribution of artists in 1970 and 1980 taken from the National Endowment for the Arts Research Division report, *Where Artists Live: 1980*. The information was from the 1970 and 1980 decennial censuses of population. Since 1990 data are not yet available, this information could not yet be updated (see table 4-62 in the 1989 Sourcebook).

Highlights of Information in Chapter 4

Theatre

Broadway

- The number of new productions per year on Broadway peaked in the years 1920 to 1929 when there was an average of 192 new productions per year. In the 1980's there was an average of 30 new productions per year (tables 4-1 and 4-2).

- Over the decades there has also been a growth in the percentage of productions that are musicals. In the 1920's there was an average of 192 new productions of which 23 percent were musicals. In the 1970's there were about 35 new productions per year of which 37 percent were musicals. In the 1980's there was an average of 30 new productions per year of which 67 percent were new musicals (table 4-2).

- Total receipts in 1990-91 for Broadway and the Road combined were $717 million in 1990-91. Of this, $267 million was Broadway and $450 million road shows (table 4-3).

- Road show receipts first became higher than Broadway receipts in 1972-73 (table 4-3).

- Total Broadway attendance was 7.2 million in 1957-58 and 7.3 million in 1990-91. An attendance low was reached in 1972-73 of

5.4 million. A high was reached in 1980-81 of 11 million (table 4-4).

- In 1990-91, average Broadway top ticket price was $41.21 for a straight play and $55.75 for a musical (table 4-5).
- In constant dollars, prices have declined slightly from highs in the early 1980's. For example, in 1985 constant dollars prices for musicals were $47.54 in 1983-84 compared with $43.75 in 1990-91 (table 4-5).

Theatre Communications Group

- Total attendance for the 185 nonprofit theatre groups in the Theatre Communications Group (TCG) universe was over 15 million for 1990 (table 4-6).
- Total expenses were $306 million for 1990. Earnings were 62 percent of total expenses and the so-called "earnings gap" was 38 percent for the TCG universe (calculated from table 4-6).
- Contributed income was $119 million for the universe (39 percent of expenses), and there was a slight surplus of income over expenses for 1990 (calculated from table 4-6).
- However, due to financial adversity an unusually large number of the TCG's constituency ceased operations in 1990. Seven theatres, including the nation's oldest nonprofit theatre, closed that year (see note to table 4-6).
- Five-year data for the trend comparison sample of 53 theatres (representing three-fifths of the total financial activity of the TCG group), indicate that expenses grew 40 percent over the period of 1986-90. In the same period total income grew 41 percent. Earned income increased by 39 percent and contributed income by 44 percent (table 4-7).
- For the TCG sample group, total public support (Federal, State, and local) in 1990 was about 20 percent of contributed income and 8 percent of total income. Four years earlier, in 1986, government support was 23 percent of contributed income and 9 percent of total income (calculated from tables 4-7 and 4-9).
- Federal support for the TCG sample group was 11 percent of contributed income in 1986 and 9 percent of contributed income in 1990 (calculated from tables 4-7 and 4-9).
- In 1990 corporations and foundations taken together represent 30 percent of contributed income and 12 percent of total income (calculated from tables 4-7 and 4-9).
- Individuals represented 20 percent of contributed income in 1986 and 21 percent in 1990. Individuals were 8 percent of total income in both 1986 and 1990 (calculated from tables 4-7 and 4-9).

Census of Service Industries Data on Nonprofit Theatre Organizations

- The 1987 census counted a total of 916 nonprofit theatre organizations, up from 715 in the same category in 1982 (table 4-10 in 1992 Addendum and table 4-14 in the 1989 Sourcebook).
- For 1987, the total Census of Service Industries receipts for tax-exempt nonprofit theatre organizations were $553 million and total expenses were $532 million (table 4-10 in 1992 Addendum).
- In 1987, for the 916 theatre producer establishments included in table 4-10, 64 percent of income was obtained from earnings, 8 percent from government grants, 23 percent from private contributions and grants, and 6 percent from other sources (table 4-10).
- For the selected theatre fields reported in table 4-10 for 1987, the percentage of expenses coming from government or private contributed sources ranged from 57 percent for Off-Off Broadway to 17 percent for Stock theatre, with the average for the total being 30 percent (table 4-10).

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Actors' Equity Data

- Total membership in Actors' Equity has grown from 14,841 in 1970-71 to 35,252 in 1990-91 (table 4-13).
- The percent of members employed was 64 percent in 1970-71 and 41 percent in 1990-91 (table 4-13).
- The average number of Equity weeks worked was 15.6 in 1970-71 and 16.9 in 1990-91 (table 4-13).
- The median earnings in 1980-81 was $3,667 and in 1990-91 the median was $4,934. The average earnings was $7,876 in 1980-81 and $10,568 in 1990-91 (table 4-13).
- In 1990, 10.7 percent of Actors' Equity membership earned over $25,000 (table 4-14).

Outdoor Drama

- The Institute of Outdoor Drama in Chapel Hill, North Carolina, reports total attendance of 2.4 million for productions of their 53 member companies for 1991, up from from 2.0 million for their 49 member companies in 1990 (table 4-15).

Opera/Musical Theatre

The Opera Universe

- In 1988-89, Central Opera Service reported a total of 209 opera companies with budgets of over $100,000, 658 other companies, and 418 college workshops (table 4-16).

OPERA America Data

- A total of 96 companies (representing 85 percent of OPERA America's membership) reported financial information to the OPERA America membership survey in 1989. Income for this group totaled about $342.4 million (table 4-18).
- For total respondents to the OPERA America membership survey, earned income represented 53 percent of income, private support 38 percent, and public support 9 percent of income (table 4-18).
- For total respondents to the OPERA America membership survey, there was a deficit of about $719,000, or 2 percent of total expenses, for 1989. This percentage was less than the 9 percent deficit for 1986-87 or the 12 percent for 1985-86. The difference may reflect changes in the composition of the respondent group (calculated from table 4-18).
- In 1988-89, 40 percent of opera companies responding to the membership survey had operating losses. The percent having operating losses in a given year has fluctuated between 39 and 54 percent over the 1980's (table 4-19).

Consistent Sample Group from OPERA America

- Data from the OPERA America consistent sample of 54 companies indicate that for 1989 earned income was 51 percent, private support 41.4 percent, and public support 7.6 percent (table 4-21).
- For this consistent group, public support declined from 9 percent in 1985 to a low of 6.8 percent in 1987 (table 4-21).
- Performing artist salaries represented about 27 percent of expenses in 1985 and 28 percent in 1989. Total personnel costs were 58 percent of costs in 1989 (table 4-25).

National Alliance of Musical Theatre Producers Data

- Sixty-three of 71 producer members of the National Alliance of Musical Theatre Producers reported a total attendance of 14 million for 1990. The musical theatre attendance (excluding opera, plays, and concerts) was 9.2 million in 1990 (table 4-26).
- In 1990, for the Musical Theatre Producers sample group of 34 producers, earned income was 83 percent of total income. Contributions and grants were 17 percent of total income (table 4-27).

- In 1990, for the sample group, personnel expenses were 43 percent of total expenses and artistic personnel were 19 percent of total expenses (table 4-27).

Dance

The Nonprofit Dance Universe

- In 1987 the Census of Service Industries counted 188 nonprofit tax-exempt dance organizations with a total revenue of $137 million (table 4-28).

- Within the nonprofit dance groups for 1987, earned income represented about 50 percent of total income. Government support was about 9 percent, contributions 31 percent, and other revenues 9 percent of total income (table 4-28).

- Total reported expenses for 1987 were $138.7 million, $1.4 million more than revenues (table 4-28)

- The total number of nonprofit organizations classified as ballet grew from 58 in 1982 to 78 in 1987 (table 4-38 in 1989 Sourcebook and table 4-28 in 1992 Addendum).

- Receipts for the ballet group grew by 48 percent over the period from $59.9 million to $88.5 million (table 4-38 in 1989 Sourcebook and table 4-28 in 1992 Addendum).

- The total number of nonprofit dance organizations classified as modern dance companies stayed about the same (33 in 1987 and 34 in 1982). However, total revenues for modern dance grew at a much faster rate than for ballet, from $9.1 million in 1982 to $17.4 million in 1987 (92 percent increase; table 4-38 in 1989 Sourcebook and table 4-28 in 1992 Addendum).

Dance USA Data

- Based on a new sample of 46 dance companies (25 ballet and 21 modern and other companies) with total operating revenues of $131.2 million and operating expenses of $129.5 million in 1990, earned revenues were 56 percent of total revenues for 1990 (tables 4-30, 4-34 and 4-36).

- For the same Dance USA group of 46 companies, contributed revenues were 45 percent of total revenues, with public support contributing 8 percent of total revenue in 1990 (table 4-34).

- For the Dance USA group of 46 companies, personnel expenses were 55 percent of total expenses, with dancers' wages being 19 percent of total expenses in 1990 (table 4-36).

Other Dancers

- National Square Dance Convention attendance was 5,354 in 1954. In 1991 it was 17,840 (table 4-37).

Classical Music Performing Organizations

Census of Service Industries Data on Nonprofit Classical Music Organizations

- The Census of Service Industries listed 552 nonprofit tax-exempt classical music organizations in 1987, up from 423 in 1982 (table 4-67 in 1989 Sourcebook and table 4-38 in 1992 Addendum).

- The 261 symphony orchestra's had revenues of $449 million, up 62 percent from the $277 million in 1982 (table 4-67 in 1989 Sourcebook and table 4-38 in the 1992 Addendum).

- The 75 opera companies had revenues of $201 million in 1987 up from $129 million for 65 groups in 1982. The 69 chamber music groups had revenues of $22 million, up from $11 million for 47 groups in 1982 (table 4-67 in 1989 Sourcebook and table 4-38 in the 1992 Addendum).

- Earned income was about 49 percent of total income for the total classical music group in 1987. Government contributions were 8 percent, private contributions and grants and were 33 percent, and other revenue were 9 percent (table 4-38).

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American Symphony Orchestra League Data

- In 1990-91, earned income was 59 percent of income for a sample of 173 American Symphony Orchestra League member orchestras with operating expenses of over $250,000 (table 4-39).
- In 1990-91, government support was 9 percent and private support was 33 percent (table 4-39).
- In 1990-91, 51 percent of expenses went for artistic personnel (table 4-40).
- In 1988-89 the total expenses for the 173 orchestras were $631 million and total deficit was $12 million. In 1990-91 the expenses were $724 million and the deficit was $21 million (table 4-41).

Chamber Music America

- Among those responding to the 1990 Chamber Music America survey, the median income of the mixed ensemble was $31,000, the string quartet was $50,500 and the Duo was $10,000 (table 4-44).
- For individual members among those responding to the 1990 survey, the most frequent income bracket was $1 to $2,500. Only 13 percent earned over $10,000 from ensemble activities (table 4-44).

Chorus America

- For 57 choruses responding to the membership survey, earned income was 47 percent of expenses in 1989. Government support was about 13 percent (calculated from table 4-50).

Other Music Groups

- The International Trumpet Guild reported membership of 1,305 in 1977 and 4,458 in 1991 (table 4-51).
- The American String Teachers Association reported membership of 4,972 in 1983 and 7,998 in 1991 (table 4-52).
- The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America (SPEBSQSA) reported membership of 36,500 in 1991 (table 4-53).

General or Combined Data

Cross Discipline Comparison of Sources of Income

- Among theatre, orchestra, opera, and dance for available years from 1986 to 1991 the percentage of earned income ranged from 51 percent for opera in 1988-89 to 62 percent for theatre in 1986. Government sources were between 7 and 9 percent for the groups over the period. Private sources ranged from 42 percent for opera in 1986-87 to 30 percent for dance and 29 percent for theatre in 1985 and 1986, respectively (table 4-54).

1987 Census of Service Industries Data on All Performing Arts Organizations

- In 1987 there were 9,271 performing arts organizations nationwide, of which 22 percent were nonprofit (table 4-55).
- Receipts for the 9,271 organizations totaled $6.7 billion for 1987, of which 27 percent was in the nonprofit sector (table 4-55).
- In 1987 the largest States in terms of numbers of performing arts organizations and revenues were New York and California. New York had $1.82 billion of revenues and 1,738 organizations, and California had $2.17 billion in revenues and 2,692 organizations. In California 89 percent of revenue was from the for-profit sector, and in New York 78 percent was from the for-profit sector (table 4-55).

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1989 Edition
Updates Table 4-1

Table 4-1.
Broadway production record: 1899-1991 (continued on next page)

Season	New plays	New musicals	Revivals	Total	Total new productions	Percent new musicals
1899-1900	63	14	10	87	77	18
1900-1901	50	26	20	96	76	34
1901-1902	49	21	20	90	70	30
1902-1903	55	27	16	98	82	33
1903-1904	68	30	20	118	98	31
1904-1905	63	29	35	127	92	32
1905-1906	62	32	17	111	94	34
1906-1907	67	34	28	129	101	34
1907-1908	57	37	16	110	94	39
1908-1909	77	33	8	118	110	30
1909-1910	95	36	13	144	131	27
1910-1911	80	34	17	131	114	30
1911-1912	85	39	16	140	124	31
1912-1913	98	36	28	162	134	27
1913-1914	74	37	17	128	111	33
1914-1915	92	24	17	133	116	21
1915-1916	70	26	19	115	96	27
1916-1917	85	25	16	126	110	23
1917-1918	100	38	18	156	138	28
1918-1919	104	32	13	149	136	24
1919-1920	99	43	2	144	142	30
1920-1921	94	51	7	152	145	35
1921-1922	142	37	15	194	179	21
1922-1923	125	41	8	174	166	25
1923-1924	130	41	15	186	171	24
1924-1925	162	46	20	228	208	22
1925-1926	178	48	29	255	226	21
1926-1927	188	49	26	263	237	21
1927-1928	183	53	28	264	236	22
1928-1929	162	43	20	225	205	21
1929-1930	169	35	34	238	204	17
1930-1931	130	29	28	187	159	18
1931-1932	146	27	34	207	173	16
1932-1933	124	27	23	174	151	18
1933-1934	124	15	12	151	139	11
1934-1935	123	19	7	149	142	13
1935-1936	108	14	13	135	122	11
1936-1937	94	11	13	118	105	10
1937-1938	82	16	13	111	98	16
1938-1939	68	18	12	98	86	21
1939-1940	62	18	11	91	80	23
1940-1941	49	14	6	69	63	22
1941-1942	58	16	9	83	74	22
1942-1943	47	18	15	80	65	28
1943-1944	59	19	19	97	78	24
1944-1945	62	19	11	92	81	23
1945-1946	48	16	12	76	64	25
1946-1947	48	14	17	79	62	23
1947-1948	44	12	20	76	56	21
1948-1949	43	18	9	70	61	30
1949-1950	28	17	12	57	45	38

Table 4-1.
Broadway production record: 1899-1991 (continued from previous page)

Season	New plays	New musicals	Revivals	Total	Total new productions	Percent new musicals
1950-1951	46	14	21	81	60	23
1951-1952	44	9	19	72	53	17
1952-1953	34	11	9	54	45	24
1953-1954	42	9	8	59	51	18
1954-1955	34	13	11	58	47	28
1955-1956	35	8	13	56	43	19
1956-1957	37	10	15	62	47	21
1957-1958	37	11	8	56	48	23
1958-1959	37	12	7	56	49	24
1959-1960	38	15	5	58	53	28
1960-1961	33	15	0	48	48	31
1961-1962	34	17	2	53	51	33
1962-1963	36	11	7	54	47	23
1963-1964	42	15	6	63	57	26
1964-1965	39	17	11	67	56	30
1965-1966	38	15	15	68	53	28
1966-1967	30	15	24	69	45	33
1967-1968	47	12	15	74	59	20
1968-1969	34	13	20	67	47	28
1969-1970	26	14	22	62	40	35
1970-1971	16	17	13	46	33	52
1971-1972	26	20	10	56	46	43

	Plays		Musicals				
	New	Revival	New	Revival	Return shows	Pre-opening flops	Total
1972-73	22	14	18	3	1	0	58
1973-74	21	12	12	3	0	2	50
1974-75	25	17	11	3	2	1	59
1975-76	18	21	16	5	0	2	62
1976-77	27	11	13	11	0	1	63
1977-78	20	7	7	5	0	14	54
1978-79	22	5	17	3	0	0	47
1979-80	29	7	20	5	2	4	67
1980-81	25	7	19	7	2	7	67
1981-82	24	4	12	4	4	5	53
1982-83	24	9	13	4	0	0	50
1983-84	14	7	11	4	0	11	36
1984-85	14	9	5	2	1	0	31
1985-86	12	9	11	1	0	0	33
1986-87	16	11	11	2	0	0	40
1987-88	11	3	14	3	0	0	31
1988-89	13	7	7	1	1	0	29
1989-90	15	5	9	5	1	0	35
1990-91	14(a)	1	9(b)	3	1	0(c)	28

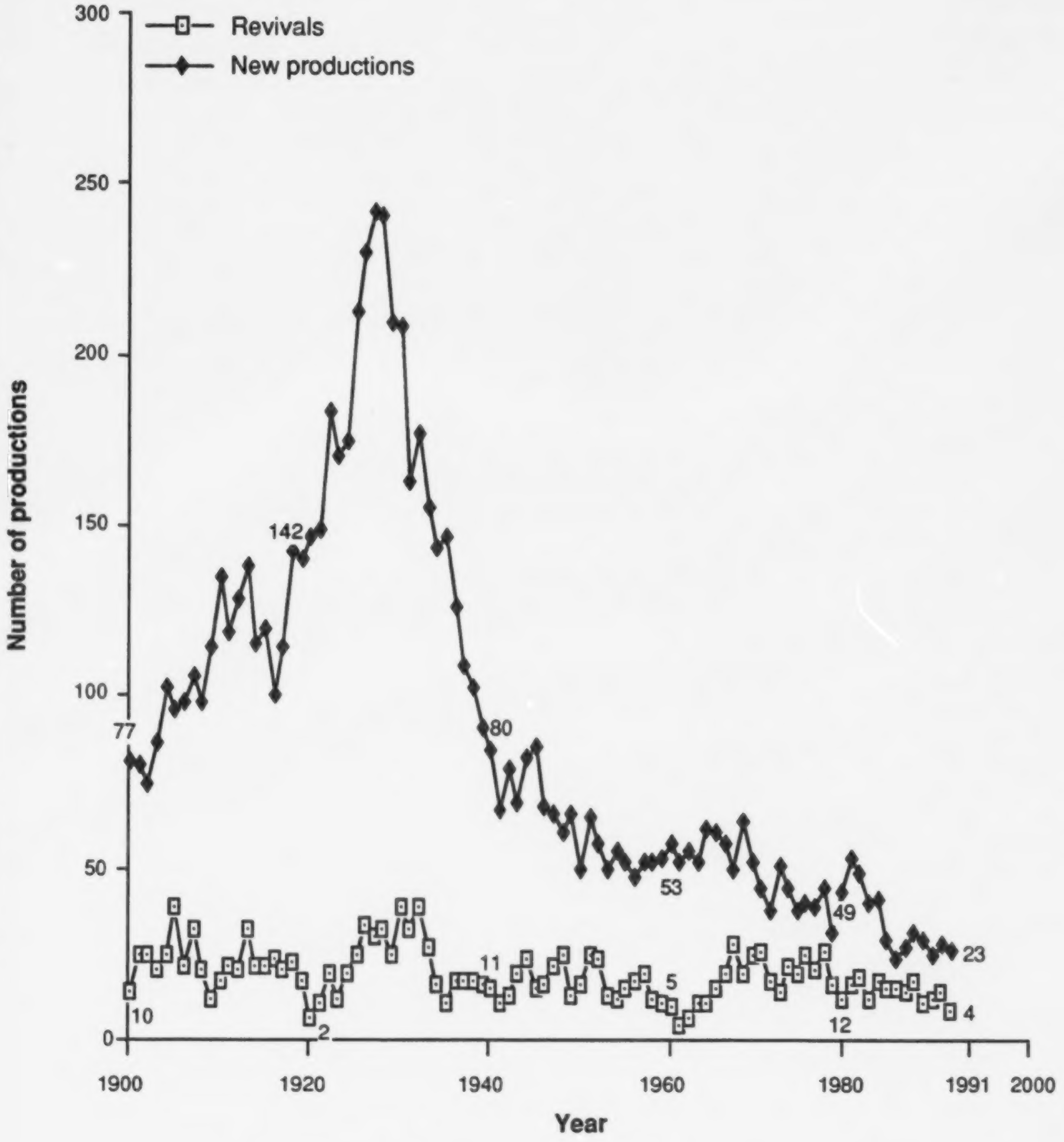
(a) Included Jackie Mason: "Brand New" and Penn and Teller: "The Refrigerator Tour."

(b) Includes Concert runs by Harry Connick, Jr. and Michael Feinstein.

(c) Does not include the failed return of "OH Kay!"

Source: Variety, June 3, 1987, (1899-1987) Variety Inc., New York, NY, Volume 327, no. 6. (Copyright); (1987-1989) , Variety, May 31-June 6, 1989, Variety, Inc., New York, NY, Volume 335, no. 7. (Copyright); (1989-1991) Variety, June 10, 1991, Variety, Inc., New York, NY, (Copyright).

Chart 4-1.
Broadway production record: 1900-1991



Source: Variety; See table 4-1 for full citation.

Table 4-2.
Broadway production record: Decade totals and averages: 1900-1991

Season	New plays	New musicals	Revivals	Total	Total new productions
	Decade totals				
1900-1909	611	283	190	1,084	894
1910-1919	883	327	174	1,384	1,210
1920-1929	1,463	452	170	2,085	1,915
1930-1939	1,168	211	189	1,563	1,379
1940-1949	520	164	129	806	684
1950-1959	374	114	123	611	488
1960-1969	371	145	105	621	516
1970-1972	68	51	45	164	119

	Plays		Musicals		Return shows	Pre-opening flops	Total
	New	Revival	New	Revival			
1972-1979	155	87	94	33	3	20	393
1980-1989	181	75	123	33	10	16	437
1990-1991	29	6	18	8	2	0	63

Season	New plays	New musicals	Revivals	Total	Total new productions	Percent new musicals
	Decade average per year					
1900-1909	61	28	19	108	89	31
1910-1919	88	33	17	138	121	27
1920-1929	146	45	17	209	192	23
1930-1939	117	21	19	157	138	15
1940-1949	52	16	13	80	68	24
1950-1959	37	11	12	61	49	22
1960-1969	37	15	11	62	52	29
1970-1972	23	17	15	55	40	43

Decade average per year

	Plays		Musicals		Return shows	Pre-opening flops	Total	Total new production	Percent new musicals
	New	Revival	New	Revival					
1972-1979	22	12	13	5	0	3	56	35	37
1980-1989	18	8	12	3	1	2	44	30	67
1990-1991	15	3	9	4	1	0	32	24	60

Note: Data calculated based on yearly records.

Source: Variety, June 3, 1987, (1900-1987) Variety Inc., New York, NY, Volume 327, No. 6. (Copyright); (1987-1989) Variety, May 31-June 6, 1989, Variety, Inc., New York, NY, Volume 335, No. 7. (Copyright); (1989-1991), Variety, June 10, 1991, Variety, Inc., New York, NY (Copyright).

1989 Edition
Updates Table 4-3

Table 4-3.
Season box office record (Broadway, Road, and Combined): 1948-1991 (continued on next page)

Season	Broadway				
	Total playing weeks	Box office total	Biggest single week	Number of shows that week	For week ending
		(in thousands of dollars)			
1948-49	1,231	28,841	743	30	2/21/49
1949-50	1,156	28,615	737	29	2/4/50
1950-51	1,139	27,886	753	27	12/30/50
1951-52	1,072	29,223	781	25	2/23/52
1952-53	1,012	26,126	723	27	2/28/53
1953-54	1,081	30,169	753	28	2/27/54
1954-55	1,120	30,819	870	28	1/1/55
1955-56	1,239	35,353	882	30	2/25/56
1956-57	1,182	37,155	935	30	12/8/56
1957-58	1,081	37,515	963	28	2/15/58
1958-59	1,157	40,151	1,171	30	1/3/59
1959-60	1,156	45,666	1,261	29	1/2/60
1960-61	1,210	43,830	1,245	29	12/31/60
1961-62	1,166	44,251	1,175	28	12/30/61
1962-63	1,134	43,525	1,112	26	2/23/63
1963-64	1,112	39,392	1,110	27	5/30/64
1964-65	1,250	50,463	1,323	30	1/2/65
1965-66	1,295	53,862	1,575	29	1/1/66
1966-67	1,269	55,056	1,573	31	12/31/66
1967-68	1,259	58,942	1,566	32	12/30/67
1968-69	1,209	57,743	1,398	24	4/12/69
1969-70	1,047	53,324	1,382	25	4/25/70
1970-71	1,107	55,343	1,490	30	4/17/71
1971-72	1,157	52,321	1,521	28	1/1/72
1972-73	889	45,337	1,301	23	4/28/73
1973-74	907	46,251	1,294	25	4/20/74
1974-75	1,101	57,423	1,508	26	3/30/75
1975-76	1,136	70,842	2,034	29	1/4/76
1976-77	1,348	93,406	2,651	28	1/2/77
1977-78	1,360	103,846	2,895	30	1/1/78
1978-79*	1,472	128,106	3,522	27	12/31/78
1979-80	1,541	143,431	3,770	31	12/30/79
1980-81	1,545	194,481	4,887	34	1/4/81
1981-82	1,461	221,235	6,478	31	1/3/82
1982-83	1,259	203,126	5,865	27	1/2/83
1983-84*	1,119	226,508	6,059	23	1/1/84
1984-85	1,062	208,006	5,625	23	12/30/84
1985-86	1,049	190,620	5,288	23	12/29/85
1986-87	1,031	207,240	5,484	28	4/19/87
1987-88	1,114	253,471	6,505	21	1/3/88
1988-89	1,097	262,073	7,179	23	1/1/89
1989-90*	1,062	283,364	8,601	24	12/31/89
1990-91	970	267,245	7,433	22	12/30/90

*The seasons of 1978-79, 1983-84, and 1989-90 consisted of 53 weeks each.

Table 4-3.
Season box office record (Broadway, Road, and Combined): 1948-1991 (continued from previous page)

Season	Road				
	Total playing weeks	Box office total	Biggest single week	Number of shows that week	For week ending
		(in thousands of dollars)			
1948-49	1,151	23,658	707	35	12/27/48
1949-50	1,019	20,401	653	31	1/26/50
1950-51	913	20,331	653	28	10/21/50
1951-52	829	18,828	616	22	10/20/51
1952-53	1,036	23,418	706	32	1/31/53
1953-54	794	17,623	547	28	10/10/53
1954-55	879	21,122	601	27	12/4/54
1955-56	864	22,854	617	22	4/28/56
1956-57	772	19,826	691	23	10/20/56
1957-58	728	22,645	716	26	1/25/58
1958-59	687	23,352	801	24	10/18/58
1959-60	728	27,268	854	25	10/31/59
1960-61	829	33,996	1,318	21	12/31/60
1961-62	963	39,171	1,556	28	1/20/62
1962-63	822	31,554	881	21	2/9/63
1963-64	835	34,105	845	26	1/4/64
1964-65	643	25,929	806	16	4/24/65
1965-66	699	32,214	906	16	1/8/66
1966-67	916	43,572	1,401	28	10/15/66
1967-68	884	45,058	1,255	27	10/7/67
1968-69	920	42,601	1,252	22	10/19/68
1969-70	1,024	48,024	1,303	27	2/7/70
1970-71	898	49,825	1,299	25	11/7/70
1971-72	909	49,701	1,369	24	2/12/72
1972-73	1,056	55,908	1,523	21	1/6/73
1973-74	899	45,726	1,326	24	6/9/74
1974-75	799	50,925	1,281	21	12/1/74
1975-76	814	52,588	1,310	19	6/22/75
1976-77	987	82,627	2,231	23	3/27/77
1977-78	1,025	105,970	2,687	25	5/28/78
1978-79*	1,192	143,869	3,938	31	3/25/79
1979-80	1,351	181,201	4,444	30	1/20/80
1980-81	1,343	218,922	5,397	30	3/14/82
1981-82	1,317	249,531	6,151	30	3/14/82
1982-83	990	184,321	5,083	24	4/24/83
1983-84*	1,057	206,159	5,483	25	4/8/84
1984-85	993	225,959	6,220	22	4/14/85
1985-86	983	235,617	6,188	23	3/16/86
1986-87	901	224,287	5,277	21	4/26/87
1987-88	893	222,998	5,745	24	3/06/88
1988-89	869	225,527	6,663	24	12/04/88
1989-90*	944	367,109	9,160	21	1/28/90
1990-91	1,152	450,179	9,929	27	11/18/90

*The seasons of 1978-79, 1983-84, and 1989-90 consisted of 53 weeks each.

1989 Edition
Updates Table 4-3

Table 4-3.
Season box office record (Broadway, Road, and Combined): 1948-1991 (continued from previous page)

Season	Broadway and Road Combined				
	Total playing weeks	Box office total	Biggest single week	Number of shows that week	For week ending
		(in thousands of dollars)			
1948-49	2,383	52,499	NA	NA	NA
1949-50	2,175	49,016	NA	NA	NA
1950-51	2,052	48,217	NA	NA	NA
1951-52	1,901	48,051	NA	NA	NA
1952-53	2,048	49,544	NA	NA	NA
1953-54	1,875	47,792	NA	NA	NA
1954-55	1,999	51,941	NA	NA	NA
1955-56	2,103	58,207	NA	NA	NA
1956-57	1,954	56,981	NA	NA	NA
1957-58	1,809	60,160	NA	NA	NA
1958-59	1,844	63,504	NA	NA	NA
1959-60	1,884	72,934	NA	NA	NA
1960-61	2,039	77,825	NA	NA	NA
1961-62	2,129	83,422	NA	NA	NA
1962-63	1,956	75,079	NA	NA	NA
1963-64	1,947	73,496	NA	NA	NA
1964-65	1,893	76,392	NA	NA	NA
1965-66	1,994	86,077	NA	NA	NA
1966-67	2,185	98,628	NA	NA	NA
1967-68	2,143	104,000	NA	NA	NA
1968-69	2,129	100,344	NA	NA	NA
1969-70	2,071	101,349	NA	NA	NA
1970-71	2,005	105,168	NA	NA	NA
1971-72	2,066	102,022	NA	NA	NA
1972-73	1,945	101,245	NA	NA	NA
1973-74	1,806	91,977	NA	NA	NA
1974-75	1,900	108,348	NA	NA	NA
1975-76	1,950	123,430	3,233	45	1/5/76
1976-77	2,335	176,033	4,560	51	1/2/77
1977-78	2,385	209,816	5,237	50	1/1/78
1978-79*	2,664	271,975	6,571	59	3/25/79
1979-80	2,892	324,632	8,132	65	12/30/79
1980-81	2,888	413,403	10,009	56	1/4/81
1981-82	2,778	470,766	11,969	58	1/3/82
1982-83	2,249	387,448	10,202	46	1/2/83
1983-84*	2,176	432,657	10,094	48	4/8/84
1984-85	2,055	433,966	10,712	45	4/14/85
1985-86	2,032	426,237	9,700	50	3/30/86
1986-87	1,932	431,527	10,709	49	4/26/87
1987-88	2,007	476,469	12,250	45	1/3/88
1988-89	1,966	517,600	13,292	41	1/1/89
1989-90*	2,006	650,474	17,481	43	12/31/89
1990-91	2,122	717,424	16,064	43	12/30/90

NA - Not available.

*The seasons of 1978-79, 1983-84, and 1989-90 consisted of 53 weeks each.

Source: Variety, June 3, 1987, Variety, Inc., New York, NY, Volume 327, No. 6. (Copyright); Variety, May 31 - June 6, 1989, Variety, Inc., New York, NY, Volume 335, No. 7. (Copyright); (1989-1991) Variety, June 10, 1991, Variety, Inc., New York, NY (Copyright).

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1989 Edition
Updates Table 4-4

Table 4-4.
Selected data on the Broadway season from The League of American Theatres and Producers: 1957-1991

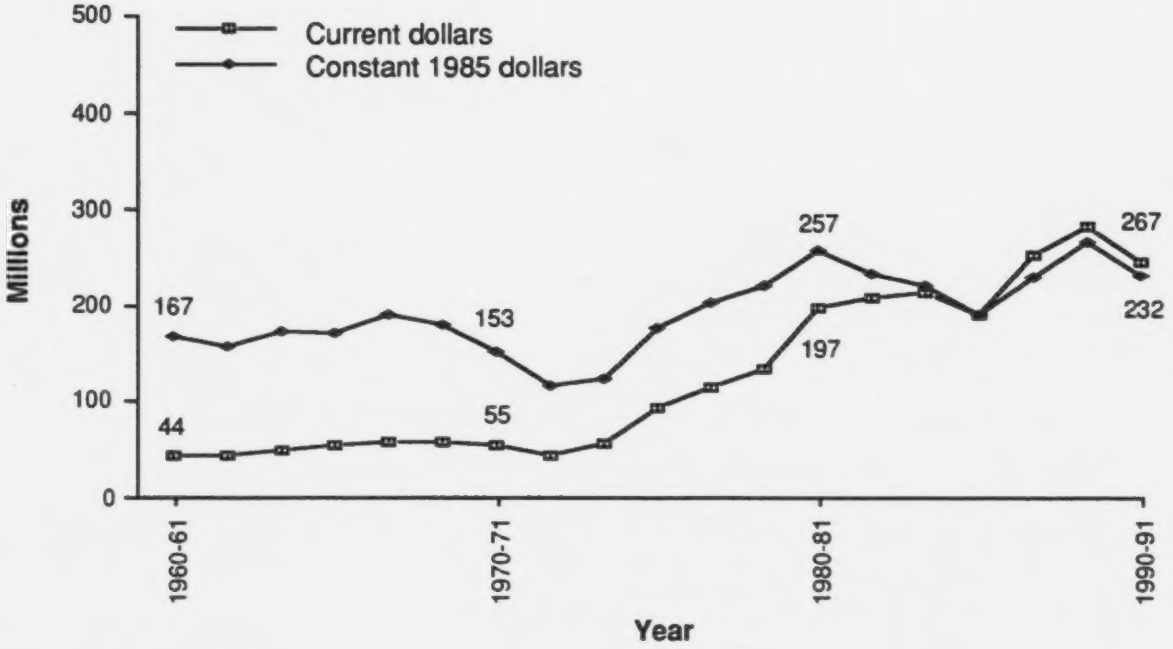
Season	Broadway gross	Attendance	Playing weeks	Number of new productions	Road gross
	(in millions of dollars)	(in millions)			(in millions of dollars)
1957-58	38	7.2	1,081	56	23
1958-59	40	7.7	1,157	56	23
1959-60	46	7.9	1,156	58	27
1960-61	44	7.7	1,210	48	34
1961-62	44	6.8	1,166	53	39
1962-63	44	7.4	1,134	54	32
1963-64	40	6.8	1,107	63	34
1964-65	50	8.2	1,250	67	26
1965-66	54	9.6	1,295	68	32
1966-67	55	9.3	1,269	69	44
1967-68	59	9.5	1,259	74	45
1968-69	58	8.6	1,209	67	43
1969-70	53	7.1	1,047	62	48
1970-71	55	7.4	1,107	49	50
1971-72	52	6.5	1,157	55	50
1972-73	45	5.4	889	55	56
1973-74	46	5.7	907	43	46
1974-75	57	6.6	1,101	54	51
1975-76	71	7.3	1,136	55	53
1976-77	93	8.8	1,349	54	83
1977-78	114	9.6	1,433	42	106
1978-79	134	9.6	1,542	50	141
1979-80	146	9.6	1,540	61	181
1980-81	197	11.0	1,544	60	219
1981-82	223	10.1	1,455	48	250
1982-83	209	8.4	1,258	50	184
1983-84	227	7.9	1,097	36	202
1984-85	213	7.4	1,075	33	226
1985-86	191	6.6	1,045	33	236
1986-87	209	7.1	1,038	41	224
1987-88	253	8.1	1,116	32	223
1988-89	262	8.0	1,097	30	256
1989-90	283	8.0	1,061	35	367
1990-91	267	7.3	970	28	449

Note: Attendance prior to 1975-76 is estimated.

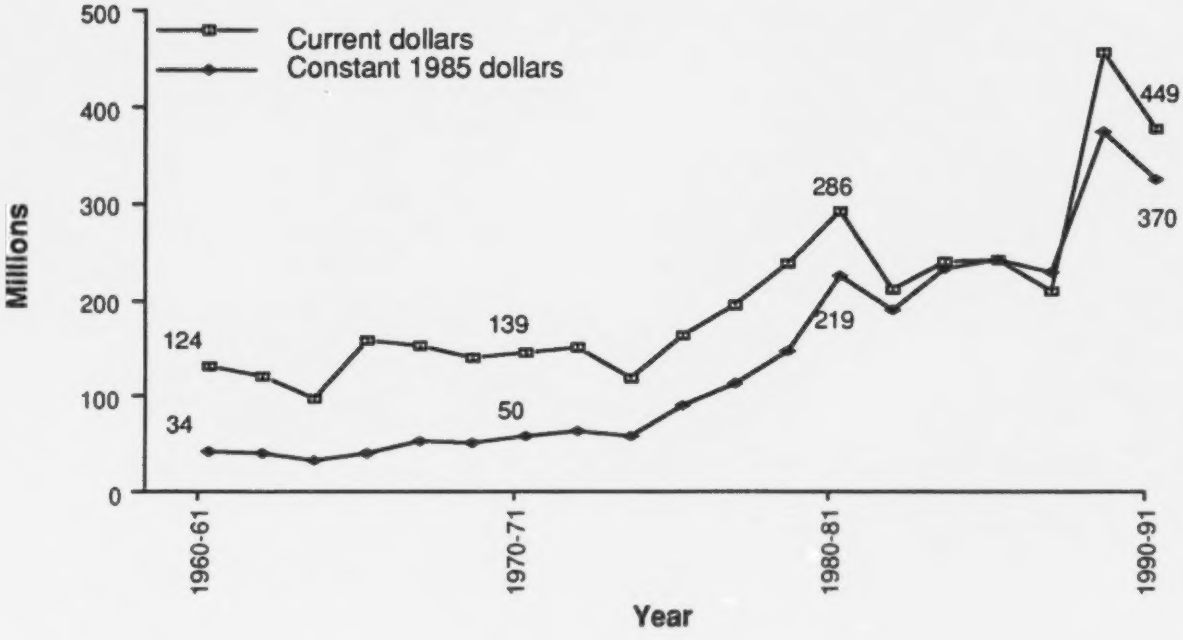
Source: Data provided by George A. Wachtel, Director of Research, The League of American Theatres and Producers, Inc., New York, NY, November, 1991.

Methodological note: Broadway theatres are those theatres from 41st to 53rd Street, Sixth to Ninth Avenues. In 1991 they included the following: Ambassador, Brooks Atkinson, Ethel Barrymore, Martin Beck, Belasco, Booth, Broadhurst, Broadway, Circle in the Square*, Cort, Criterion Center*, Edison*, Gershwin, John Golden, Helen Hayes, Mark Hellinger, Imperial, Longacre, Lunt-Fontanne, Lyceum, Majestic, Marquis, Minskoff, Music Box, Nederlander, Eugene O'Neill, Palace, Plymouth, Walter Kerr, Richard Rodgers, Royale, St. James, Neil Simon, Shubert, Virginia, and Winter Garden. In 1991 there were 36 Broadway theatres, of which 33 were full-size proscenium theatres. Theatres marked with an * are nonproscenium theatres. Productions of the Vivian Beaumont in Lincoln Center were also included.

Chart 4-2.
Broadway gross income from ticket sales: 1960-1991

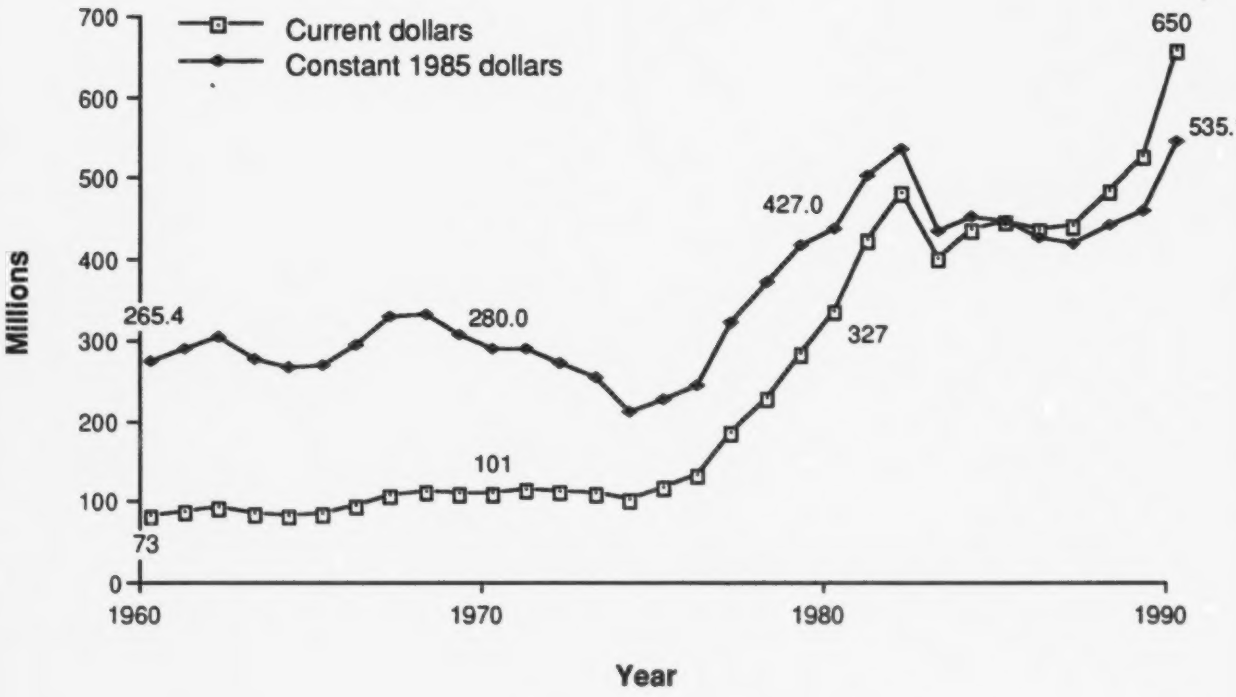


Road gross income from ticket sales: 1960-1991



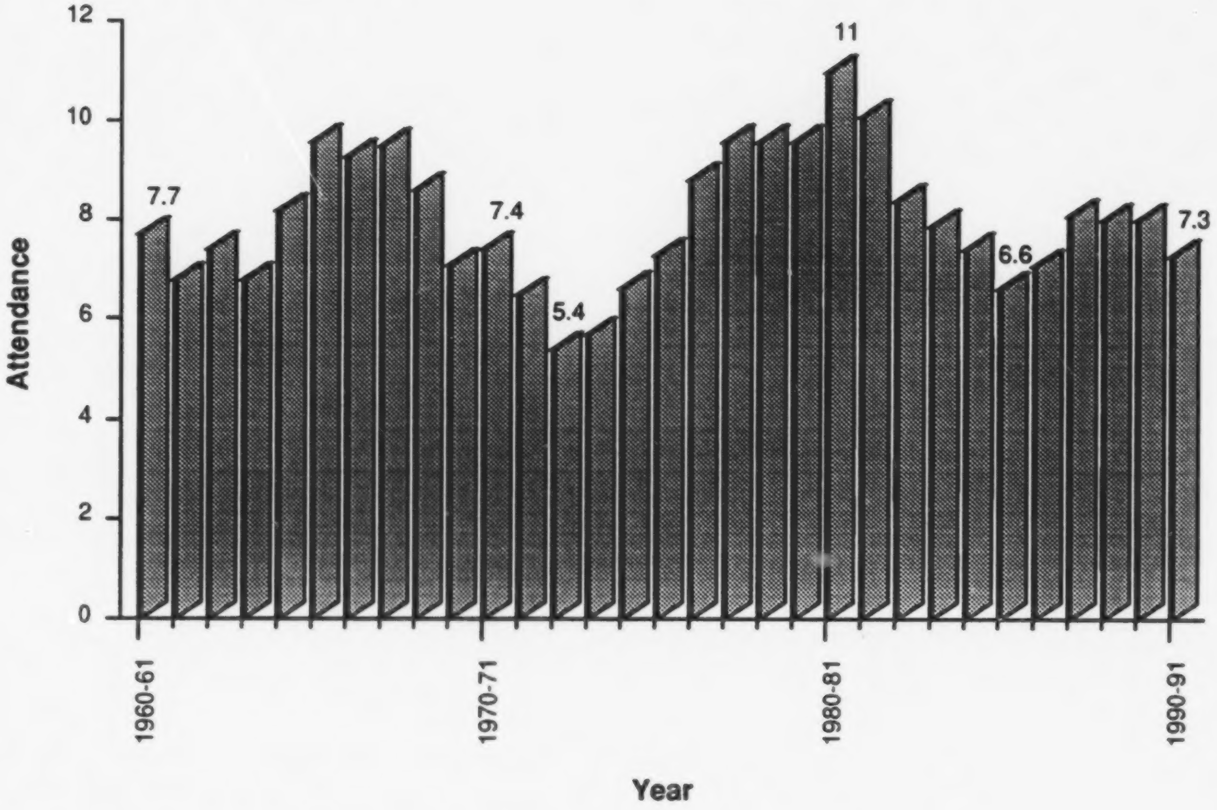
Source: The League of American Theatres and Producers, Inc.; See table 4-4 for full citation.

Chart 4-3.
Broadway and Road combined gross income from ticket sales: 1960-1990



Source: The League of American Theatres and Producers, Inc.; See table 4-4 for full citation.

Chart 4-4.
Broadway attendance in millions: 1960-1991



Source: The League of American Theatres and Producers, Inc.; See table 4-4 for full citation.

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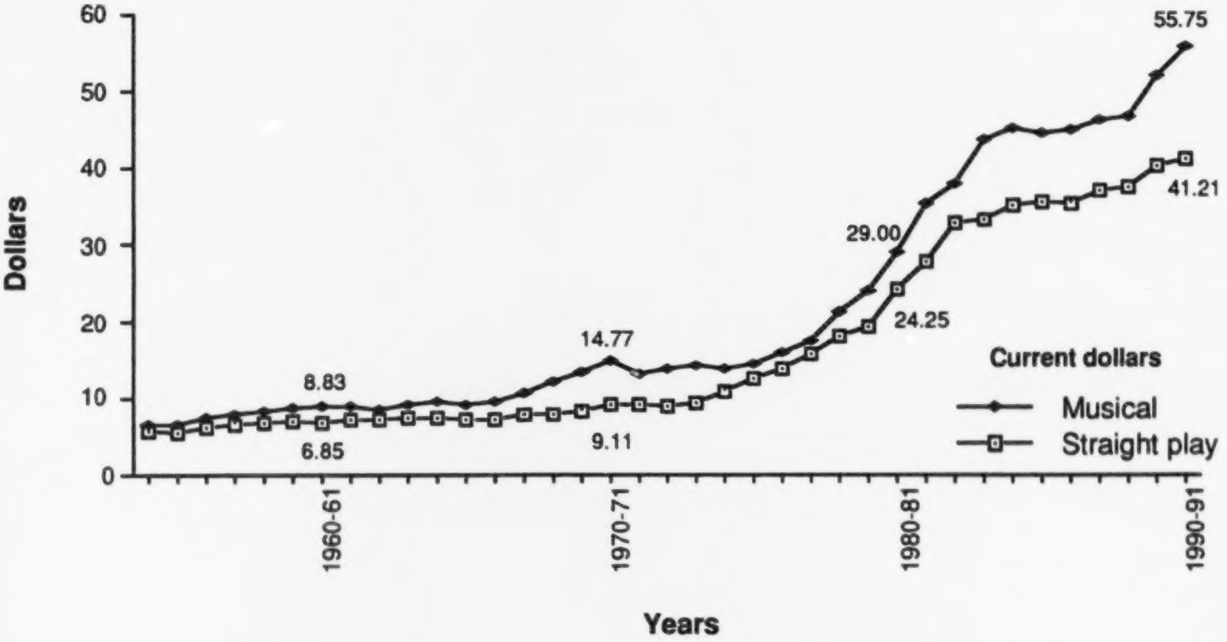
Table 4-5.
Broadway average top ticket prices: 1954-1955 to 1990-1991

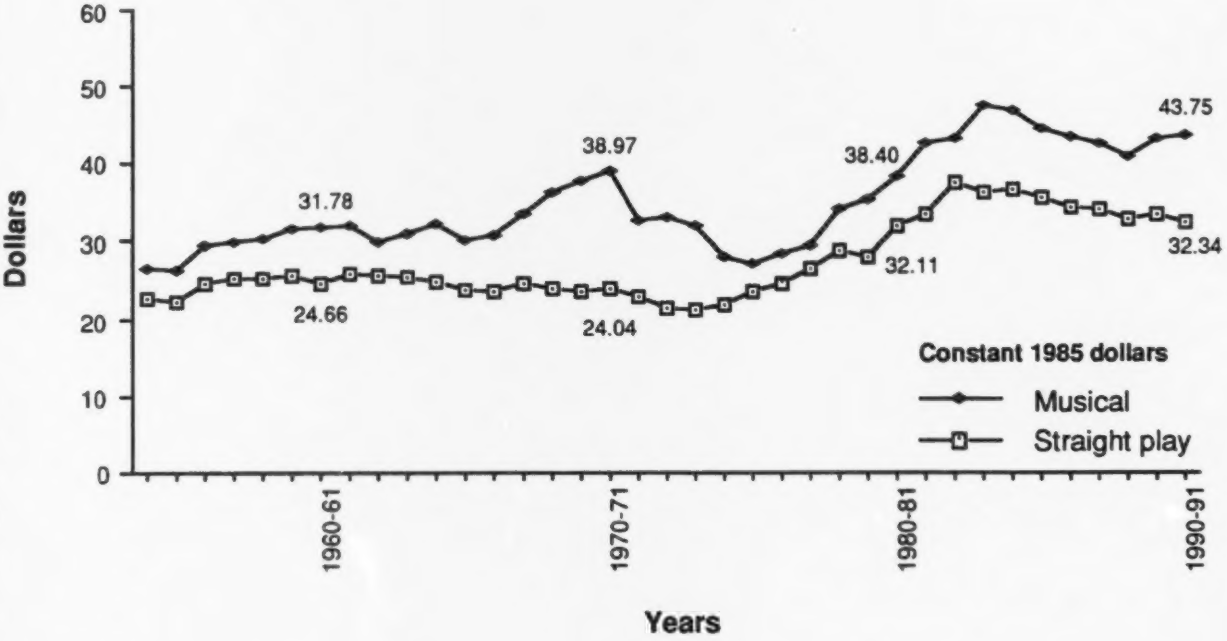
Season	Straight play		Musical	
	Current dollars	Constant 1985 dollars*	Current dollars	Constant 1985 dollars*
1954-55	5.68	22.70	6.61	26.42
1955-56	5.57	22.34	6.54	26.23
1956-57	6.22	24.59	7.45	29.45
1957-58	6.60	25.26	7.79	29.82
1958-59	6.75	25.13	8.17	30.41
1959-60	6.97	25.60	8.59	31.55
1960-61	6.85	24.66	8.83	31.78
1961-62	7.28	25.95	8.99	32.04
1962-63	7.31	25.72	8.48	29.83
1963-64	7.37	25.35	9.02	31.03
1964-65	7.33	24.82	9.52	32.24
1965-66	7.12	23.74	9.04	30.14
1966-67	7.28	23.48	9.50	30.64
1967-68	7.81	24.54	10.66	33.49
1968-69	7.93	23.88	12.02	36.19
1969-70	8.27	23.47	13.33	37.83
1970-71	9.11	24.04	14.77	38.97
1971-72	9.21	22.96	13.12	32.71
1972-73	9.00	21.50	13.81	32.99
1973-74	9.38	21.11	14.18	31.91
1974-75	10.76	21.86	13.76	27.96
1975-76	12.50	23.59	14.40	27.18
1976-77	13.80	24.59	15.95	28.42
1977-78	15.68	26.55	17.45	29.55
1978-79	17.94	28.76	21.23	34.04
1979-80	19.33	27.94	23.94	35.31
1980-81	24.25	32.11	29.00	38.40
1981-82	27.70	33.42	35.38	42.68
1982-83	32.94	37.57	38.01	43.35
1983-84	33.21	36.17	43.65	47.54
1984-85	35.29	36.60	45.26	46.94
1985-86	35.57	35.57	44.51	44.51
1986-87	35.42	34.28	44.91	43.47
1987-88	37.11	34.19	46.28	42.63
1988-89	37.49	32.94	46.63	40.98
1989-90	40.34	33.58	51.87	43.17
1990-91	41.21	32.34	55.75	43.75

*The constant dollar figures are the result of multiplying the current ticket prices by a ratio of the Consumer Price Index (All Urban Consumers, New York, NY, Northeastern, NJ.) for 1985 to the index for the year in which the season begins. This allows a more realistic comparison among years in terms of the purchasing power of the dollar.

Source: Data provided by George A. Wachtel, Director of Research, The League of American Theatres and Producers, Inc., New York, NY, November 1991.

Chart 4-5.
Broadway average top ticket prices: 1955-1991





* The Consumer Price Index employed is All Urban Consumers, New York, NY, Northeastern, NJ.

Source: George Wachtel, The League of American Theatres and Producers, Inc., November 1991: See table 4-5 for full citation.

See Table 4-11b for 1988 data

Table 4-6.
Theatre Communications Group data on productivity, finances, and work force for 185 theatres: 1990

Productivity	
Attendance	15,165,868
Subscribers	888,684
Performances	46,131
Productions	2,265
Finances	(in dollars)
Total expenses	306,349,640
Earnings	188,434,393
Contributions	119,206,365
Total income	307,640,758
Surplus/deficit	1,291,118
Work Force	
Artistic staff	12,534
Administrative staff	4,646
Technical staff	6,612
Total paid staff	23,792
Volunteers	29,628

Source: Barbara Janowitz, "Theatre Facts 90," American Theatre, April 1991, p. 32. (Annual survey conducted by Theatre Communications Group, Inc.)

Methodological note: The 1990 TCG survey incorporates information from 185 nonprofit professional theatres across the United States, located in major metropolitan centers, rural communities, urban neighborhoods and suburbs, representing 114 towns and cities in 40 States and the District of Columbia. Illustrative of the artistic, cultural, and geographic range of this year's national survey group are San Diego Repertory Theatre, Milwaukee Repertory Theatre, Honolulu Theatre for Youth, Wilma Theater of Philadelphia, Jomandi Productions of Atlanta, Repertorio Español of New York City, A Contemporary Theatre of Seattle, Theatre de la Jeune Lune of Minneapolis, the Road Company of Johnson City, Tenn., and AMAS Musical Theatre of New York City.

Observational note: Together, these theatres played to a total audience of nearly 15.2 million during the 1989-90 season and presented 46,131 performances of 2,265 productions. The total number of actors, directors, designers, playwrights, and administrative and technical staff employed by the theatres was 23,792, with an additional 29,628 volunteers augmenting the professional workforce. Budgets for the 185 theatres ranged in size from $48,500 to nearly $11.5 million. As a group, the theatres represented a $306 million national enterprise in fiscal 1990. Within the survey universe, one-fifth of the theatres represented a $306 million national enterprise in fiscal 1990. Within the survey universe, one-fifth of the theatres operated with budgets over $3 million, one-fifth with budgets between $1 and $3 million, and three-fifths with budgets under $1 million.

Despite a year-end aggregate surplus of nearly $1.3 million, 42 percent of the theatres ended the season with operating deficits, spread proportionately among large, mid-sized and small theatres, signaling continued economic instability for a large segment of the field.

Seven theatres ceased operations in 1990 due to financial adversity, an unusually high number among TCG's constituency, including the country's oldest nonprofit theatre, New York's Chelsea Stage, which in its earlier incarnation as the Hudson Guild Theatre dated back to 1896, and Atlanta's 34-year-old Academy Theatre, which has since re-opened under a new organizational structure. They were joined by the demise of Montclair, N.J.'s 17-year-old Whole Theater and the 13-year-old Actors Theatre of St. Paul, Minn., as well as the more recently founded New Theatre of Brooklyn, East Coast Arts Theatre in New Rochelle, N.Y., and A Directors' Theatre in Los Angeles. This high toll among small and mid-sized theatres bears witness to the particular vulnerability of all but the largest and most stable institutions.

See Table 4-9 for related data

Table 4-7.
Theatre Communications Group data on total income and expenses for 53 sample theatres in sample group: 1986-1990

	1986	1987	1988	1989	1990
			(in thousands of dollars)		
Income and expenses					
Earned income	82,964	89,198	95,195	106,792	115,644
Total expenses	135,173	145,949	158,198	174,047	189,355
Earnings gap	-52,209	-56,751	-63,003	-67,255	-73,711
Contributed income	51,121	55,951	59,914	67,385	73,543
Total income	134,085	145,149	155,109	174,177	189,187
Surplus/deficit	-1,088	-800	-3,089	130	-168

	1986-87	1987-88	1988-89	1989-90	5 years 1986-90
Percentage change					
Expenses	8.0	8.4	10.0	8.8	40.1
Earned income	7.5	6.7	12.2	8.3	39.4
Contributed income	9.5	7.1	12.5	9.1	43.9
Total income	8.3	6.9	12.3	8.6	41.1

Source: Barbara Janowitz, "Theatre Facts 90," American Theatre, April 1991, p. 33. (Annual survey conducted by Theatre Communications Group, Inc.)

Methodological note: The TCG survey findings include a 5-year trend analysis for a sample group of 53 theatres across the country. The current survey provides detailed information on these theatres over the entire 5-year survey period, beginning with 1986. The sample is the largest studied since the survey began and comprises the following theatres: A Contemporary Theatre, Actors Theatre of Louisville, Alley Theatre, Alliance Theatre Company, American Conservatory Theatre, American Repertory Theatre, American Stage Festival, Arena Stage, Arizona Theatre Company, Barter Theatre, Berkeley Repertory Theatre, Center Stage, The Children's Theatre Company, Cincinnati Playhouse in the Park, Circle Repertory Company, The Cleveland Play House, Dallas Theater Center, Fulton Opera House, George Street Playhouse, Goodman Theatre, Great Lakes Theater Festival, The Guthrie Theater, Hartford Stage Company, Huntington Theatre Company, Indiana Repertory Theatre, Intiman Theatre Company, La Jolla Playhouse. Lamb's Players Theatre, Long Wharf Theatre, Manhattan Theatre Club, Mark Taper Forum, McCarter Theatre, Milwaukee Repertory Theater, Missouri Repertory Theatre, New Jersey Shakespeare Festival, Northlight Theatre, The People's Light and Theatre Company, Perseverance Theatre, Philadelphia Drama Guild, Pioneer Theatre Company, Pittsburgh Public Theater, PlayMakers Repertory Company, Portland Stage Company, The Repertory Theater of St. Louis, Seattle Repertory Theatre, Shakespeare Theatre at the Folger, South Coast Repertory, Stage West, Studio Arena Theatre, Syracuse Stage, Theatre Virginia, Virginia Stage Company, and Yale Repertory Theatre. The 53 sample theatres in the 1990 survey range in budget size from $637,000 to $9.9 million, and together account for more than three-fifths of the total financial activity of the entire 185 survey universe.

Observational note: Expenses grew faster than income in 1990, although both figures ran ahead of the 4.7 percent inflation rate for the year. Total income increased 8.6 percent over the previous year, failing to keep pace with operating expenses, which grew 8.8 percent and produced a small collective operating deficit of $168,000 for sample theatres at the end of the year. Six sample theatres reported 1990 deficits in excess of $250,000 and four posted deficits in each of the five years studied. Yet, although two-fifths of the sample theatres ended the year with operating deficits, reversing the surplus position of the previous year, the bottom-line figures represent a substantial improvement over 3 years ago, when nearly half posted year-end deficits and the aggregate deficit was $3.1 million.

Earned income--comprised predominantly of box-office receipts along with other revenues from touring, educational programs, interest and dividends, endowment earnings, and concessions -- rose 8.3 percent in 1990, but this increase was significantly behind the 12.2 percent growth rate in the prior year, largely attributable to the slowest increase in box-office earnings of the 5 years studied. Increases reported from other sources of earned income were not large enough to compensate for the slowdown in box-office earnings.

These statistics indicate a curb in the growth trends reported in recent years and raise questions about the theatres' continued ability to maximize earned income. As the annual growth in operating expenses continues to outpace inflation and the competition for contributed income has become stiffer in recent years, many theatres have looked to new levels of earned income to balance the financial equation. They instituted revenue-producing ancillary activities such as booked-in events, restaurants and gifts shops and, more successfully, concentrated greater and greater resources on marketing each season, significantly boosting attendance and ticket sales revenues.

While far from disastrous, the disappointing earnings in 1990 indicate that theatres may need to scale back their financial expectations, particularly as continued growth is less likely in a depressed economy. (Note taken from source cited above.)

See Table 4-10 for related data

Table 4-8.
Theatre Communications Group data on sources of earned income for 53 nonprofit resident theatres: 1986-1990

Earned income source	1986	1987	1988	1989	1990
			(in thousands of dollars)		
Box office	64,343	70,352	75,761	85,214	91,670
Touring	3,444	2,430	2,656	2,563	3,346
Booked-in events	1,963	3,355	2,601	2,909	2,296
Educational programs	2,434	2,786	2,980	3,313	3,744
Endowment	1,507	1,983	2,152	2,373	2,941
Interest and dividends	1,460	1,244	1,509	2,065	2,481
Concessions	2,084	2,287	2,247	2,676	2,842
Advertising	1,369	1,099	1,245	1,329	1,403
Rentals	1,228	1,390	1,445	1,479	1,783
Royalties	527	472	536	781	701
Other	2,605	1,800	2,063	2,090	2,437
Total	82,964	89,198	95,195	106,792	115,644

Note: See table 4-7 for methodological note.

Source: Barbara Janowitz, "Theatre Facts 90," American Theatre, April 1991, p. 35. (Annual survey conducted by Theatre Communications Group Inc.)

See Table 4-11a for related data

Table 4-9.
Theatre Communications Group data on contributed income by source for 53 nonprofit resident theatres: 1986-1990

Contributed income source	1986	1987	1988	1989	1990
			(in thousands of dollars)		
Private Support					
Individuals	10,452	11,860	11,550	13,767	15,225
Corporations	7,922	8,781	9,929	10,977	11,346
Foundations	6,247	7,251	8,315	9,261	10,769
United Arts Funds	6,121	6,012	6,638	7,175	7,760
Fundraising events/guilds	3,679	4,316	4,552	5,632	5,277
Other	4,979	5,549	5,922	6,390	8,264
Public Support					
Federal	5,731	5,169	5,395	5,776	6,330
State	4,362	4,756	5,158	5,779	5,843
City and County	1,629	2,257	2,455	2,628	2,729
Total	51,122	55,951	59,914	67,385	73,543

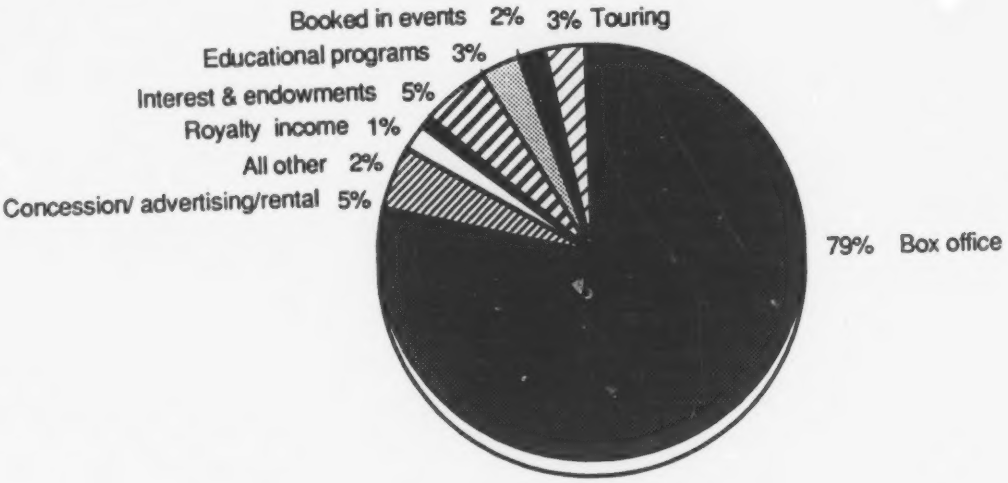
Note: See table 4-7 for methodological note.

Source: Barbara Janowitz, "Theatre Facts 90," American Theatre, April 1991, p. 38. (Annual survey conducted by Theatre Communications Group, Inc.)

Chart 4-6.
Sources of earned and contributed income of 53 nonprofit resident theatres in the membership of the Theatre Communications Group: 1990

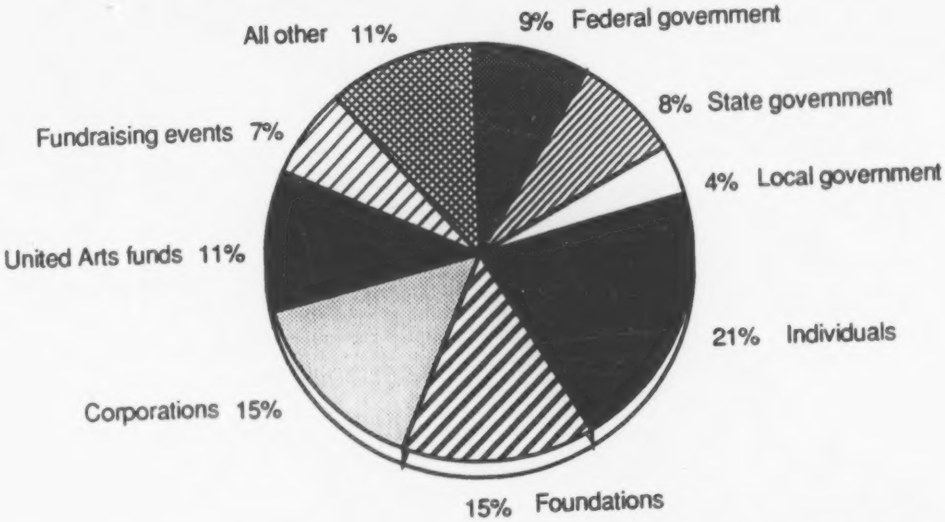
Percentage distribution of earned income sources

(total earned income = 100%)



Percentage distribution of contributed income sources

(total contributed income = 100%)



Note: Based on a sample of 53 theatres representative of the nation's largest and better established theatres, accounting for more than half of financial activity of 185 theatres reporting to Theatre Communications Group. Percentages may not add to 100 due to rounding.

Source: Theatre Communications Group, Inc.: See tables 4-8 and 4-9 for full citation.

See Table 4-14 for 1982 data

Table 4-10.
Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) theatres: 1987 (continued on next page)

	Selected theatre fields													
	Theatre producers (916)		Resident (LORT) (95)		Stock (52)		Off-Broadway (39)		Off-Off-Broadway (31)		Children's (69)		Community (195)	
Financial measure	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent
Total revenues	552,775,000	100	216,292,000	100	38,089,000	100	52,427,000	100	8,935,000	100	17,252,000	100	37,963,000	100
Admission receipts	288,285,000	52	106,966,000	49	25,484,000	67	26,737,000	51	2,290,000	26	7,034,000	41	16,689,000	44
Contract fees for performances	20,084,000	4	4,206,000	2	1,425,000	4	1,013,000	2	254,000	3	3,693,000	21	977,000	1
Sale of merchandise (a)	15,741,000	3	3,205,000	1	1,513,000	4	334,000	.6	42,000	(b)	169,000	1	(c)	(c)
Services to performing arts industry	5,345,000	1	807,000	(b)	150,000	(b)	1,824,000	3	63,000	.7	(c)	(c)	506,000	9
Other patron, contract fees	21,150,000	4	6,389,000	3	863,000	2	1,028,000	2	145,000	2	800,000	5	3,426,000	(c)
Royalties, residual fees, subsidiary rights	2,289,000	(b)	360,000	(b)	(d)	(d)	901,000	2	393,000	4	(c)	(c)	(c)	(b)
Government contributions and grants														
National Endowment for the Arts	10,833,000	2	5,210,000	2	270,000	.7	1,023,000	2	826,000	9	183,000	1	134,000	4
All other government sources	33,346,000	6	14,152,000	7	1,560,000	4	3,189,000	6	1,385,000	16	1,043,000	6	1,408,000	12
Private contributions and grants														
Individuals	53,932,000	10	25,491,000	12	1,981,000	5	3,575,000	7	984,000	11	603,000	3	4,370,000	4
Foundations	31,677,000	6	13,701,000	7	1,554,000	4	3,867,000	7	1,336,000	15	943,000	5	1,348,000	4
Business and industry	34,386,000	6	17,193,000	8	847,000	2	2,295,000	4	407,000	5	1,360,000	8	1,708,000	(b)
All other nongovernment sources	3,663,000	.7	2,214,000	1	55,000	(b)	36,000	(b)	68,000	.8	83,000	.5	123,000	6
Other revenues	32,044,000	6	13,635,000	6	1,083,000	3	5,099,000	10	243,000	3	575,000	3	2,347,000	
Total expenses	532,173,000	100	208,767,000	100	37,020,000	100	50,784,000	100	8,767,000	100	17,174,000	100	37,482,000	100
Percent of revenues/expenses	104		104		103		103		102		100		101	
Percent of contributions and grants/expenses	30		37		17		28		57		25		24	
Percent of revenues of organizations reporting detail of sources/total revenues	76		99		97		97		95		96		88	

Note: See table 4-38 for related Census of Service Industries data for classical music organizations. Percent may not total 100 because of rounding.

(a) Includes sale of food, beverages, including alcoholic beverages, and other merchandise.

(b) Less than 0.5 percent.

(c) Data withheld to avoid disclosure from individual companies; data are included in broader kind-of-business totals.

(d) Represents zero.

Source: National Endowment for the Arts, Research Division, special tabulations, prepared by the Census of Service Industries, table 2, "Selected Statistics for Tax-Exempt Performing Arts Establishments for the United States, Regions and States: 1987," and table 4, "Selected Statistics for Tax-Exempt Performing Arts Establishments by Self-Designated Kind of Business for the United States: 1987," Washington, D.C., October 1991.

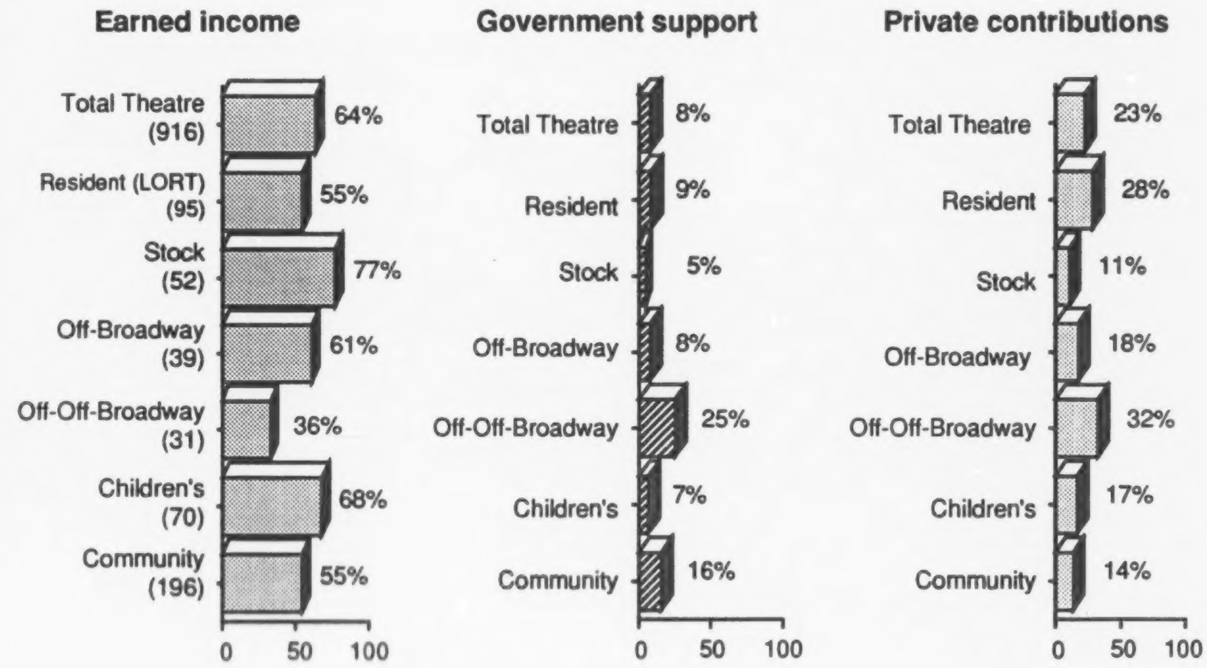
See Table 4-14 for 1982 data

Table 4-10.
Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) theatre organizations: 1987 (continued from previous page)

Methodological note: The source data presented in these tables is the Census of Service Industries conducted by the Bureau of the Census every 5 years. The reports in the 1987 Census of Service Industries present data for service establishments of firms subject to Federal income tax and of firms which are exempt from Federal income tax under provisions of section 501 and 502 of the Internal Revenue Code. Firms in the 1987 Census of Service Industries were divided into the nonmail universe and the mail universe. Large and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, receipts, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires. The data presented on various subjects are based, in part, upon a sample and, therefore, are subject to both sampling errors and nonsampling errors. Specifically, these data are estimates based on information obtained from census questionnaires mailed to all large employers and to a 10-percent sample of small employers in the service universe. Sampling errors affect these estimates insofar as they may differ from results that would be obtained from a complete enumeration. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

The service industries classifications for all establishments are based on the Standard Industrial Classification (SIC) Manual. In 1982, kind-of-business classifications were based on the 1972 SIC and its 1977 Supplement. In 1987, the classifications are based on the 1987 SIC Manual which were classified according to the firm's listing in either the nonmail or mail universe established for the 1987 Census of Service Industries. Major revisions to the earlier SIC structure limits the comparability of data between the 1982 and 1987 censuses. Note taken from source cited on previous page.

Chart 4-7.
Sources of income for nonprofit theatres by type of theatre: 1987



Note: In addition to sources referenced here, theatres reported from 3 to 10 percent of their income from sources other than earned, government or private contributions.

Source: Census of Service Industries; See table 4-10 for full citation.

1989 Edition
Updates Table 4-20a

Table 4-11a.
Actors' Equity number of paid-up members, number working, percent working, total U.S. work weeks, median weekly working, and percent of paid-up members working per week: 1961-1991

Season	Paid-up members (b)	Those who worked (U.S. only)	Percent who worked (year)	Total U.S. work weeks	Median weekly	Percent paid-up members working per week
1961-62	(11,583)	NA	NA	135,227	2,344	(22.6) (b)
1962-63	(12,146)	NA	NA	133,774	2,225	(20.0)
1963-64	(12,514)	NA	NA	141,418	2,438	(21.4)
1964-65	(12,740)	NA	NA	141,149	2,365	(20.2)
1965-66	(12,902)	NA	NA	153,676	2,649	(22.5)
1966-67 (a)	(13,511)	NA	NA	158,831	2,752	(22.4)
1967-68	(14,199)	9,385	NA	165,197	3,105	(24.7)
1968-69	(14,504)	9,988	NA	162,283	3,060	(23.5)
1969-70	(14,608)	9,961	NA	168,473	3,214	(25.0)
1970-71 (a)	(14,841)	9,421	NA	146,876	2,740	(21.6)
1971-72 (a)	(15,098)	9,189	NA	157,707	2,969	(22.5)
1972-73	(15,866)	9,942	NA	155,099	2,941	(22.1)
1973-74	(16,366)	9,741	NA	161,490	3,065	(22.4)
1974-75	15,028	10,207	67.9	164,041	3,133	20.8
1975-76	17,296	10,128	58.6	160,828	3,114	18.0
1976-77 (a)	19,489	10,806	55.5	181,817	3,464	17.8
1977-78	21,778	11,273	51.8	189,421	3,670	16.9
1978-79	25,592	12,078	47.2	204,042	3,950	15.4
1979-80	26,217	12,946	49.4	215,110	4,155	15.8
1980-81	27,808	13,197	47.5	217,325	4,220	15.4
1981-82	28,411	13,268	46.7	214,270	4,146	14.8
1982-83 (a)	30,254	13,131	43.4	210,993	4,054	13.2
1983-84	32,528	13,341	41.0	209,377	4,095	12.6
1984-85	33,643	13,076	38.9	207,419	4,061	12.1
1985-86	34,894	13,052	37.4	209,524	4,048	11.6
1986-87	35,930	13,397	37.3	214,561	4,184	11.6
1987-88 (a)	36,591	13,641	37.3	230,926	4,368	11.9
1988-89	36,481	14,282	37.6	231,026	4,442	12.2
1989-90	36,178	14,500	40.0	241,853	4,651	12.9
1990-91	35,252	14,582	41.4	246,405	4,738	13.4

NA - Not available.

(a) These seasons consist of 53 weeks each.

(b) USA and Canada combined (bracketed).

Source: Data provided by Guy Pace, Actors' Equity, "Detailed Tables," Table 1, December 1991.

1989 Edition
Updates Table 4-16

Table 4-11b.
Total work weeks of working membership of Actors' Equity by type of productions: selected years 1970-1991

Type of production	Work weeks per season 1970-71	1980-81	1988-89	1989-90	1990-91
Broadway	34,792	37,423	25,813	30,245	24,691
Road	29,393	42,110	21,256	25,112	26,309
Production subtotal	64,185	79,533	47,069	55,357	51,000
LORT (League of Resident Theatres)	26,893	45,768	62,397	58,550	58,369
LOA's (Letter of Agreement)	0	8,687	20,102	19,819	20,618
Small Prof Theatre Contract (SPTC)	0	0	20,342	21,894	21,599
Developing theatres subtotal	0	8,687	40,444	41,713	42,217
Dinner Theatre	10,521	28,362	18,519	19,184	17,859
Stock	20,662	15,582	9,745	11,102	11,583
Young Audiences	7,671	10,046	12,849	14,041	15,753
Off-Broadway	7,949	8,733	11,913	11,840	10,766
Cabaret	1,070	2,330	5,304	5,647	6,288
CAT (Chicago Area Theatres)	0	2,335	5,336	5,334	5,226
Guest Artist/Actor-Teacher	1,223	3,769	5,961	5,692	5,681
Special Productions	0	4,410	3,554	2,810	2,960
Industrial	2,319	2,706	1,681	1,927	1,126
Mini Contract	0	7,894	1,713	1,767	2,332
URTA (University)	0	1,096	1,380	1,479	1,340
Specials	544	105	2,527	3,544	5,234
Workshops	0	458	549	174	334
HAT (Hollywood)	2,050	440	85	245	969
BAT (San Francisco)	1,789	42	0	1,447	2,282
Disney (Orlando)	0	0	0	0	5,087
Grand totals	146,876	217,325	231,026	241,853	246,405

Source: Data provided by Guy Pace, Executive Assistant, Administration, Actors' Equity Association, New York, NY, November 1991.

Methodological note: Work weeks are prepared by each Equity office and summarized by the national office.

Table 4-11c.
Characteristics of Actors' Equity Memberships: 1990-1991

Gender (N = 35,713)	Paid members (percent) (a)	Members working (percent) (a)
Male	53	56
Female	47	44

Age (N = 33,118)	(percent)
Under 20	2
20-30	19
31-40	40
41-50	20
51-60	11
Over 60	9

Ethnicity (reported for about 1/2 membership) (b)	(percent)
Black	4.0
Hispanic	1.6
Asian	1.2

Geographic region (Equity Regional Divisions)	(percent)
Eastern	61
Midwest	8
West	31

Key States (N = 35,385)	(percent)
New York	43
California	27
New Jersey	5
Illinois	4
Florida	3
Pennsylvania	2
Texas	2
Other	16

(a) Totals may not add to 100 due to rounding.

(b) Authors note that while only 1/2 reported race ethnicity, they resembled other members in other characteristics.

Source: Data provided by Guy Pace, Actors' Equity, "Finance, Membership and Earnings: A Statistical Compendium," December 20, 1991.

1989 Edition
Updates Table 4-17

Table 4-12.
Actors' Equity major contract areas of total employment: 1967-1991

	Production contracts				Other contract types				
Season	Broadway	Road	Special production	(Production total)	LORT (a)	Dinner theatre	Stock	Developing theatres (b)	Total
	(percentage of total employment)								
1967-68	24.8	16.4	NA	(41.1)	23.3	(d)	23.8	NA	88.2
1968-69	24.3	16.4	NA	(40.7)	22.3	(d)	23.4	NA	86.4
1969-70	22.7	18.6	NA	(41.3)	19.3	7.4	14.3	NA	82.3
1970-71	23.7	20.0	NA	(43.7)	18.3	7.2	14.1	NA	83.2
1971-72 (c)	23.1	16.4	NA	(39.5)	16.9	10.1	16.1	NA	82.6
1972-73	17.9	15.1	NA	(33.0)	17.6	14.9	18.6	NA	84.1
1973-74	14.1	14.9	1.5	(30.5)	18.4	17.9	17.1	NA	83.8
1974-75	15.5	10.9	2.0	(28.3)	18.9	20.4	16.2	NA	83.8
1975-76	17.6	11.5	2.7	(31.8)	22.2	16.1	15.7	NA	85.8
1976-77 (c)	19.3	13.2	2.5	(35.0)	20.5	17.0	13.2	.8	86.5
1977-78	16.2	14.1	2.0	(32.3)	20.2	16.6	12.4	2.3	83.8
1978-79	16.3	15.8	2.5	(34.7)	19.0	15.2	10.3	2.5	81.7
1979-80	16.5	16.8	2.5	(35.7)	19.9	13.7	8.8	2.8	80.9
1980-81	17.2	19.4	2.0	(38.6)	21.1	13.1	7.2	3.6	83.7
1981-82	16.2	20.5	2.7	(39.4)	22.8	10.4	6.6	4.1	83.3
1982-83 (c)	14.5	15.8	2.8	(33.1)	23.7	11.6	7.3	5.6	81.3
1983-84	13.3	13.2	2.6	(29.1)	25.8	10.3	6.5	8.3	80.0
1984-85	12.4	12.0	2.1	(26.5)	25.8	9.9	6.5	9.5	78.2
1985-86	11.2	12.2	2.4	(25.7)	27.1	9.4	5.8	10.7	77.0
1986-87	10.7	9.7	1.5	(21.1)	27.6	8.7	5.6	15.4	78.4
1987-88 (c)	11.7	8.8	1.4	(21.9)	27.3	9.1	5.2	15.0	78.5
1988-89	11.2	9.2	1.5	(21.9)	27.0	8.0	4.2	17.5	78.6
1989-90	12.5	10.4	1.2	(24.1)	24.2	7.9	4.6	17.2	78.0
1990-91	10.0	10.7	1.2	(21.9)	23.7	7.3	4.7	17.1	74.7

NA - Not available.

(a) LORT - League of Resident Theatres.

(b) Formerly reported as LOA's - Letter of Agreement Theatre Contracts.

(c) 53 weeks.

(d) Dinner theatre included in stock.

Source: Guy Pace, "Employment and membership survey: Welcome to the Nineties," Equity News, December 1991, table 3.

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See Table 4-18 for 1967-1968 data

Table 4-13.
Actors' Equity membership and work weeks, summary analysis (20-year review): selected years 1970-1991

Items analyzed	1970-71	1980-81	1988-89	1989-90	1990-91
Paid membership (in dollars)	14,841	27,808	36,481	36,178	35,252
Members working	9,421	13,197	14,282	14,500	14,582
Total work weeks	146,876	217,325	231,026	241,853	246,405
Percent employed	63.5	47.5	37.6	40	41.4
Average weeks worked	15.6	16.5	16.8	16.7	16.9
Average members working per week	2,825	4,179	4,442	4,651	4,738
Median earnings (in dollars)	NA	3,667	4,633	4,961	4,934
Average annual earnings (in dollars)	3,978	7,876	9,657	10,455	10,568
Total equity earnings (in millions of dollars)	37.480	103.983	137.925	151.601	154.105

NA - Not available.

Source: Guy Pace, Actors' Equity, "Employment and Membership Survey: Welcome to the Nineties;" Equity News, December 1991, table 1.

1989 Edition
Updates Table 4-19a

Table 4-14.
Distribution of total annual earnings of working members of Actors' Equity, selected years: 1978-1990

	1978		1986		1987		1988		1989		1990	
Total earnings	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Up to $2,500..................	5,106	42	4,461	33.3	4,480	32.8	4,553	32.0	4,491	31.1	4,429	30.4
$ 2,500 - 5,000............	2,474	21	2,816	21	2,877	21	2,925	20.6	2,776	19.2	2,924	20.1
$ 5,000 - 7,500............	1,374	11	1,600	11.9	1,786	13	1,801	12.7	1,750	12.1	1,761	12.1
$ 7,500 - 10,000............	852	6.5	999	7.5	987	7.2	1,126	7.9	1,170	8.1	1,203	8.2
$10,000 - 15,000............	937	8	1,231	9.2	1,280	9.3	1,315	9.3	1,400	9.7	1,389	9.5
$15,000 - 20,000............	465	4	720	5.4	741	5.4	772	5.4	884	6.1	774	5.3
$20,000 - 25,000............	319	3	427	3.2	429	3.1	467	3.3	576	4.0	547	3.8
$25,000 - 35,000............	304	3	400	3	386	2.8	465	3.3	559	3.9	609	4.2
$35,000 - 50,000............	124	1	403	3	384	2.8	416	2.9	401	2.8	456	3.1
$50,000 - 100,000............	64	.5	280	2.1	243	1.7	308	2.2	392	2.7	424	2.9
$100,000.....................	0	NA	60	.4	48	.3	70	0.5	63	0.4	66	0.5
Total members working.......	12,019		13,397		13,641		14,218		14,462		14,582	
Median earnings (in dollars).	3,235		4,360		4,371		4,633		4,961		4,934	
Total annual earnings (in millions of dollars)...	75.873		127.963		124.084		137.925		151.601		154.105	

NA - Not available.

Note: Calculated on a calendar year basis. Numbers revised since previous edition. See table 4-11 for methodological note.

Source: Guy Pace, Actors' Equity, "Earnings comparisons (by dollar grouping)," Equity News, December 1991, table 5.

See Tables 4-21a & 4-21b for 1985 and 1989 data

Table 4-15.
Institute of Outdoor Drama, attendance data: 1991

Company	Total attendance	Paid attendance	Comps	Average nightly paid attendance	Number of performances		
					Actual	Scheduled	Rainouts
Outdoor Historical Drama							
Anasazi: The Ancient Ones	8,535	7,634	901	186	41	44	3
The Aracoma Story	5,250	4,250	1,000	170	25	28	3
Billy the Kid	4,845	4,543	302	162	28	30	2
Black Hills Passion Play	72,730	70,941	1,789	1,730	41	41	0
Blue Jacket	52,670	51,101	1,569	681	72	75	3
California Shakespeare Festival	41,613	40,252	1,361	523	76	77	1
Champoeg	10,011	6,736	3,275	421	16	16	1
City of Joseph	45,000	(free)	(free)	6,429	7	7	0
Colorado Shakespeare Festival	41,993	38,498	3,495	583	66	67	1
Cross and Sword	15,224	13,879	708	235	57	62	5
Dock Brown: Kentucky Outlaw	6,370	6,145	225	198	31	31	0
From This Day Forward	1,915	1,407	508	117	12	12	0
Great Passion Play	274,370	258,447	15,923	1,973	134	135	1
Hatfields & McCoys/Honey in the Rock	28,667	23,150	5,157	373	54	62	10
Hill Cumorah Pageant	91,956	(free)	(free)	13,136	7	7	0
Horn in the West	21,967	18,343	3,624	440	46	50	4
Houston Shakespeare Festival	45,000	(free)	(free)	4,500	10	10	0
Idaho Shakespeare Festival	18,549	16,054	2,495	442	45	49	4
Incident at Looney's Tavern	19,166	18,898	268	497	38	40	2
Journey to the Pacific	1,607	1,522	85	79	18	18	0
Kentucky Shakespeare Festival	16,667	(free)	(free)	438	45	45	1
Legend of Daniel Boone	23,357	NA	NA	NA	67	69	2
Life and Times of Jesse James	NA	4,200	NA	300	14	15	1
The Living Word	10,494	9,887	607	300	31	33	2
The Lost Colony	79,662	70,873	8,789	1,090	65	68	3
Mark Twain	47,395	44,777	2,618	700	64	64	0
McNeill's Rangers	2,300	2,000	300	250	8	9	1
Micajah	360	NA	NA	NA	6	8	2
Mormon Miracle Pageant	160,000	(free)	(free)	20,000	8	8	0
New York Shakespeare Festival	76,000	(free)	(free)	1,727	44	45	1
Oklahoma!	76,471	73,581	2,890	1,149	64	68	4
The Old Homestead	770	(free)	(free)	256	3	3	0
Oregon Shakespeare Festival	123,834	120,333	3,501	1,180	100	102	2
Orlando Shakespeare Festival	20,000	15,000	5,000	690	29	30	1
Pricketts Fort	1,707	1,650	57	206	8	8	0
Ramona Pageant	36,835	33,131	3,704	5,522	6	6	0
Reach of Song	20,158	18,878	584	460	40	40	0
Shakespeare in Delaware Park	30,000	(free)	(free)	1,071	28	30	2
Smoky Mountain Passion Play	27,776	25,142	2,634	307	75	82	7
Stephen Foster Story	71,821	68,543	3,287	926	74	74	0
Shepherd of the Hills	151,001	139,625	11,375	812	169	179	10
Stonewall Country	21,370	19,584	1,786	228	86	86	0
Sword of Peace	10,132	8,587	1,545	244	34	36	2
Tecumseh!	80,218	77,631	2,587	1,049	73	74	1
Texas!	100,208	95,118	5,090	1,616	62	64	2
Trail of the Lonesome Pine	6,646	5,773	871	192	27	30	3
Trail of Tears	23,873	23,168	705	413	55	56	1
Trumpet in the Land	24,808	22,947	1,857	417	55	60	5
Unto These Hills	93,988	88,500	5,488	1,405	63	65	2
Utah Shakespearean Festival	51,369	48,579	2,790	658	78	78	0
Viva El Paso!	36,368	33,981	2,387	1,133	30	32	2
Worthy is the Lamb	34,749	33,387	1,362	993	34	35	1
Young Abe Lincoln	21,492	18,916	2,576	300	63	63	0
1991 attendance totals (53 companies)	2,397,242	1,784,790	117,374	952	2,549	2,705	104
1990 attendance totals (49 companies)	2,011,281	1,702,493	112,540	668	2,550	2,627	82
Percent increase/decrease	+19	+5	+4	+42	0	+3	+26

NA - Not available.

Note: While the total number of companies reporting each year may be roughly the same, the roster of companies reporting changes slightly from year to year.

Source: Data provided by Institute of Outdoor Drama, Chapel Hill, North Carolina, October 1991.

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Repeats Table 4-22

Table 4-16.
Central Opera Service Annual U.S. survey statistics, selected years: 1964-1989

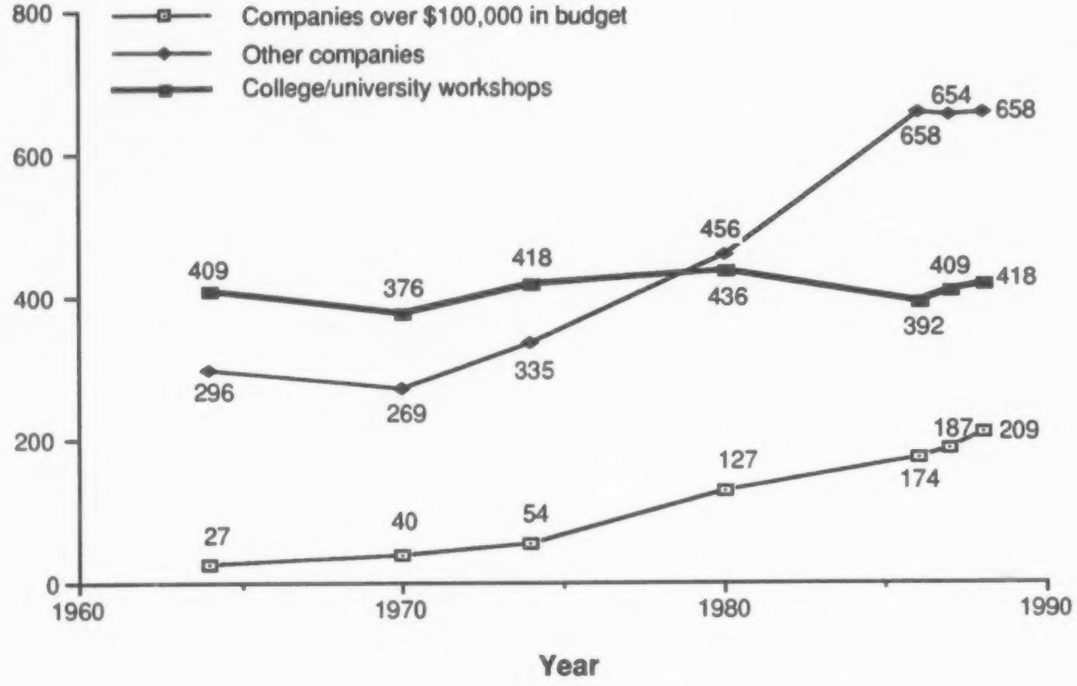
	Opera/musical theatre companies and workshops								
	1964-65	1970-71	1974-75	1980-81	1984-85	1985-86	1986-87	1987-88	1988-89
Performing groups									
Companies: over $100,000 budget...	27	40	54	127	168	170	174	187	209
Companies: other..................	296	269	335	456	576	602	658	654	658
College/university workshops.......	409	376	418	436	379	404	392	409	418
Total.......	732	685	807	1,019	1,123	1,176	1,224	1,250	1,285
Number of performances									
Standard repertoire................	2,643	3,332	4,097	5,475	6,502	6,324	6,049	6,245	6,891
Contemporary foreign repertoire....	1,533	504	677	555	603	564	652	628	955
Contemporary American repertoire...	NA	1,410	1,654	3,653	3,537	4,192	5,093	5,488	7,252
Subtotal....	4,176	5,426	6,428	9,683	10,642	11,080	11,794	12,361	15,098
Musicals, exclusive of commercial theatres...........................	NA	NA	NA	2,251	4,983	6,993	7,759	8,836	9,825
Total.......	NA	NA	NA	11,934	15,625	18,073	19,553	21,197	24,923
Number of operas performed									
Standard...........................	167	158	209	263	261	282	234	245	262
Contemporary foreign...............	164	67	71	62	53	64	57	62	69
Contemporary American..............	NA	99	107	234	264	314	331	351	400
Subtotal....	331	324	387	559	578	660	622	658	731
Musicals...........................	NA	NA	NA	118	242	301	278	296	279
Total*......	NA	NA	NA	677	820	961	900	954	1,010
World premieres....................	NA	35	16	88	121	116	129	141	165
Premiere readings (not included in World premieres)..............	NA	NA	NA	27	39	58	53	87	69
American premieres.................	NA	11	11	25	24	31	23	41	29
Attendance (in millions)...........	NA	6.0	8.0	11.1	14.1	14.4	16.4	17.7	21.4
Expenses (in millions)									
Companies: over $100,000 budget...	NA	41.2	NA	161.6	256.5	270.3	321.1	352.3	403.8
Companies: $25,000-99,999 budgets.	NA	NA	NA	4.9	4.9	5.0	4.8	4.8	5.3
All others.........................	NA	NA	NA	42.4	43.2	46.1	48.7	50.1	58.8
Total.......	NA	NA	NA	208.9	304.6	321.4	374.6	407.2	467.9

NA - Not available.

*An annual listing of the complete U.S. Repertory is available from Central Opera Service. It is arranged by standard, contemporary, and musical works, showing the number of performances. World premieres, readings and American premieres are especially indicated.

Source: Data provided by Maria F. Rich, Executive Director, Central Opera Service, New York, NY, November, 1989.

Chart 4-8.
Opera companies and workshops included in Central Opera Service Annual Survey: 1964-1989



Note: The total number of performing groups was 732 in 1964-65, 1,224 in 1986-87, and 1,285 in 1988-89.

Source: Central Opera Service Annual U.S. Survey; See table 4-16 for full citation.

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Table 4-17.
Central Opera Service Annual U.S. survey statistics by number of performing organizations/companies and performances: 1985-1989

Detail of performing group companies with:	Number of performing organizations/companies			Number of performances		
	1985-86	1987-88	1988-89	1985-86	1987-88	1988-89
Budget over $1 million	39	54	72	NA	NA	NA
Budget over $500,000	36	40	38	NA	NA	NA
Budget over $200,000	62	52	52	NA	NA	NA
Budget over $100,000	33	43	47	NA	NA	NA
Subtotal	170	187	209	5,221	6,647	7,311
Budget over $50,000	48	50	53	NA	NA	NA
Budget over $25,000	45	46	45	NA	NA	NA
Subtotal	93	96	98	1,255	1,346	1,853
Orchestra/festival/chorus	96	129	127	NA	NA	NA
Small companies/avocational/clubs	186	196	175	NA	NA	NA
Nonprofit theatres	227	233	258	NA	NA	NA
Subtotal	509	558	560	8,755	9,861	12,170
Total companies	772	841	867	NA	NA	NA
College/university workshops	404	409	418	2,842	3,343	3,589
Total producing organizations and performances	1,176	1,250	1,285	18,073	21,197	24,923
Miscellaneous						
Light repertoire of opera companies, workshops, and nonprofit theatres included above (number of productions)						
Gilbert and Sullivan (13) 1985-86; (11) 1987-89				862	901	1,056
Classical operettas (28) 1985-86; (27) 1987-89				847	842	1,161
Musicals (278) 1985-86; (279) 1987-89				6,993	8,836	9,825
				8,702	10,579	12,042
In addition to regular season:						
Companies: community/educational service programs	153	183	192	5,669	6,524	7,678
Academia: community/educational programs	52	57	51	224	281	266
Academia: scene programs	102	103	141	258	269	384
Academia - joint programs with companies	86	129	101	NA	NA	NA
Academia - Opera/musical theatre degree programs	57	68	70	NA	NA	NA

NA - Not available.

Source: Data provided by Maria F. Rich, Executive Director, Central Opera Service, New York, NY, 1987 and 1989.

1989 Edition
Updates Table 4-33

Table 4-18.
OPERA America data on income and expenses for the survey universe: 1985-1986, 1986-1987, and 1988-1989

	1985-86 (a)		1986-87 (b)		1988-89 (c)	
	Dollars	Percent	Dollars	Percent	Dollars	Percent
	(n=84)		(n=90)		(n=96)	
Income						
Earned	136,806,487	55	157,310,610	55	182,839,060	53
Private support	91,413,989	37	107,312,851	37	130,307,202	38
Public support	21,446,074	8	22,861,954	8	29,286,092	9
Total	249,666,550		287,485,415		342,432,354	
Expenses						
Personnel	160,865,259	64	182,891,589	63	202,705,862	59
Nonpersonnel	91,764,804	36	107,384,392	37	139,007,783	41
Total	252,630,063		290,275,981		341,713,645	
Surplus (deficit)	(2,963,513)		(2,790,566)		(718,709)	

(a) Based on 84 companies responding to the OPERA America membership survey in 1985-86.

(b) Based on 90 companies responding to the OPERA America membership survey in 1986-87.

(c) Based on 96 companies responding to the OPERA America membership survey in 1988-89.

Source: (1985-86) OPERA America, Profile 1987, Washington, D.C., 1987, p. 29; (1986-87) OPERA America, Profile 1988, Washington, D.C., 1988, pp. 20 and 21; (1988-89) OPERA America, Profile 1990, Washington, D.C., 1990, p. 15.

Observational note: Total income in 1988-89 grew by 7.8 percent over the 1987-88 fiscal year, representing a slowdown in growth from the previous year's rate of 10.5 percent. Nonetheless, for the past 5 years the opera field has demonstrated a rapid expansion, with income growing by a total of more than $106 million. Earned income provided the largest share of the dollar increase in revenues, surpassing the previous season by more than $13.2 million, or 7.8 percent, to reach $182,839,060. Earned income accounted for 53.4 percent of total revenues. Opera companies successfully raised $130.3 million in private support in 1988-89, an increase of $8.5 million, or 7 percent, over the 197-88 fiscal year. Private support from contributions and grants outpaced support from public sources by a ratio of more than 4.1. Public support increased by 12 percent overall, but represented only 6 percent of total income among all U.S. companies. Among Canadian companies, public support accounted for 31.7 percent of total income. Total expenses incurred by opera companies increased by $18.3 million, or 5.7 percent, since 1987-88. This stands in sharp contrast to the previous fiscal year's 11.4 growth in expenses. Personnel costs made up 59 percent of all opera company expenses.

The single largest expense category, accounting for more than one third of all operating expenses at $106.8 million, was artistic personnel (excluding production and technical personnel.) The costs of production personnel increased only slightly over 1987-88, reaching $47.3 million. Administrative personnel costs increased to $40.8 million from the previous year's $37.9 million. The most significant increase among nonpersonnel expenses was in broadcast and recording costs, which together rose by 88 percent to $8.7 million. Otherwise, production costs continued to represent the greatest portion of nonpersonnel expenses – 50 percent – at $67.4 million. Administrative expenses (exclusive of personnel) reached $52 million in 1988-89, accounting for 15.2 percent of total expenses and increasing 3 percent over the previous year. (Note taken from Profile, 1990.)

1989 Edition

Updates Table 4-35

Table 4-19.
Number and percent of OPERA America membership companies ending year with operating loss and surplus: 1982-1989

Season	Number of companies having losses	Percent of survey respondents	Number companies having surpluses	Percent of survey respondents
1982-83............	34	45	42	55
1983-84............	43	52	40	48
1984-85............	48	54	41	46
1985-86............	45	54	39	46
1986-87............	35	39	55	61
1987-88............	45	47	50	53
1988-89............	38	40	58	60

Note: Data are based on companies responding to OPERA America Membership Survey. This is typically about 85 percent of members.

Source: (1982-87) OPERA America, Profile 1988, Washington, D.C., 1988; (1988-89) OPERA America, Profile 1990, Washington, D.C., 1990, p. 15.

Observational note: Using the aggregate deficit figure alone, as an assessment of the fiscal problems of the opera field, can be misleading because surpluses of healthy companies cancel out deficits of other companies in the aggregate figures. A better indication of the overall condition of the field is the total losses of all companies posting deficits. A significantly higher proportion of companies were in good health at the end of FY86-87, when 61 percent ended with a surplus, as opposed to just 46 percent in FY85-86. The total surpluses posted by the 55 companies in the black for FY86-87 equalled $4.2 million, a 50 percent increase over 1985-86, when 39 companies netted $2.8 million in combined surpluses. The average surplus rose 6.6 percent from $71,900 to $75,600. By measuring the number of companies posting deficits and the field wide sum of those deficits, it reveals that the opera field improved considerably between 1987-88 and 1988-89, with the number of companies reporting deficits decreasing significantly and the sum of those deficits declining by more than half. In 1988-89, 38 opera companies (or 40 percent of the total universe) sustained losses of $5.2 million, while in 1987-88, 45 companies (or 47 percent of the universe) posted losses totalling $11.1 million. Fifty-eight companies posted surpluses of $5.9 million in 1988-89, a gain of 13 percent, or $686,700, over 1987-88. Total income in 1988-89 grew by 7.8 percent over the 1987-88 fiscal year, representing a slowdown in growth from the previous year's rate of 10.5 percent. Nonetheless, for the past 5 years the opera field has demonstrated a rapid expansion, with income growing by a total of more than $106 million. Note taken from the sources cited above.

Table 4-20.
OPERA America data on sources of total income for 85 opera companies responding to the membership survey: 1988-1989

	Sources of income							
Types of companies	Earned	Individual	Corporation	Foundation	State/ province and local	Federal	Other	Total(a)
	(percentage distribution)							
U.S. companies above $350,000 excluding Metropolitan Opera....................	50	17	7	7	5	2	11	100
Metropolitan opera......................	64	20	3	--	1	1	10	100
U.S. companies below $350,000...........	37	26	7	6	10	1	12	100
All U.S. companies excluding Metropolitan Opera....................	50	17	7	7	5	2	11	100
All U.S. companies including Metropolitan Opera....................	55	18	6	5 (b)	4	2	10	100
Canadian companies......................	46	8	8	1	21	11	5	100

Note: Data based on 85 opera companies (U.S.-77; Canada-8) completing the source of income section of OPERA America membership survey in 1990.

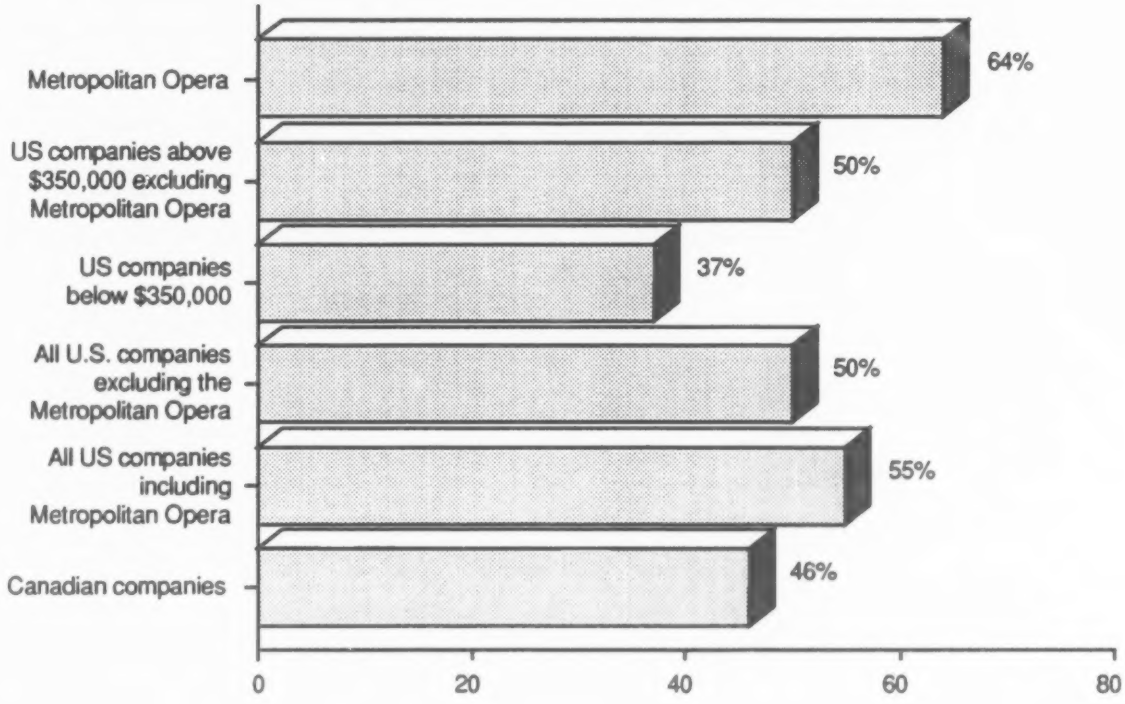
(a) Percents may not add to 100 because of rounding.

(b) Foundation funding reported elsewhere.

Source: OPERA America, Profile 1987, Washington, D.C., 1987, pp. 29, 31; OPERA America, Profile 1990, Washington, D.C., 1990, pp. 16, 17.

Observational note: Individual giving continued to be the primary source of contributed income during 1988-89, totalling $57 million and accounting for 38 percent of all grants and gifts. Corporate giving accounted for 13 percent of all contributed income, growing to $20.2 million, a 3.6 percent increase over the previous fiscal year. Foundation income increased 13.5 percent over the previous fiscal year to reach $14 million, and represented 9 percent of all unearned income. Support to U.S. companies in aggregate from the National Endowment for the Arts increased by 11 percent to $5.4 million. Nonetheless, NEA grants represented only 1.8 percent of all income. State and local support to U.S. companies rose 9.5 percent to $11.9 million during 1988-89. Ticket revenue from performances, which provided 43.5 percent of all income, rose 6 percent between 1987-88 and 1988-89. An additional 6 percent of revenues was generated through hall and set rentals, program advertising sales, libretti and program sales, concessions, and gift shop/catalogue sales. Revenues from broadcasts and recordings dropped for the third consecutive year, from $4.4 million to $3.8 million, and represented only 1 percent of all income. Investments, endowments, and bank interest represented 4 percent of all income in 1988-89. A total of 16 companies had endowments over $500,000 at the end of 1988-89. Note taken from the source cited above.

Chart 4-9.
Percent earned income of 85 opera companies in the membership of OPERA America by type of company: 1988-1989



Source: OPERA America; See table 4-20 for full citation.

See Table 4-31 for similar 1982-87 data

Table 4-21.
OPERA America data on sources of income for 54 opera companies: 1984-1989

Income source	1984-85	1985-86	1986-87	1987-88	1988-89
			(in millions of dollars)		
Earned income	60.5	66.9	74.3	79.1	85.4
Private support	49.3	52.5	60.9	64.5	69.4
Public support	10.8	10.0	9.8	10.7	12.7
Total	120.6	129.4	145.0	154.3	167.5
As percentage of total income			(percent)		
Earned income	50.2	51.7	51.2	51.3	51.0
Private support	40.8	40.6	42.0	41.8	41.4
Public support	9.0	7.7	6.8	6.9	7.6

Note: Based on a consistent OPERA America sample group of 54 companies (excludes Metropolitan Opera).

Source: OPERA America, Profile 1990, Washington, D.C., p. 21 and 22.

Methodological Note: OPERA America has selected 54 American opera companies for which detailed financial data are available for 5 consecutive years to serve as its survey sample group. By examining the fiscal activity of an identical group, year-to-year comparisons can be made, as well as analyses of trends in the field over a 5-year period. In 1988-89, the sample group ranged in budget size from 200,400 to 25,000,000. Based on present membership, the sample group represents 49 percent of the 110 North American companies belong to OPERA America during 1988-89, as well as 49 percent of the total industry dollars reported in the Professional Opera Survey for this period. The group of 54 companies in 1984-90 included Anchorage Opera, The Atlanta Opera, Baltimore Opera, Boston Lyric Opera Company, Chicago Opera Theater, Cincinnati Opera, Cleveland Opera, Colorado Opera Festival, Connecticut Opera, The Dallas Opera, Dayton Opera, Eugene Opera, Florentine Opera of Milwaukee, Glimmerglass Opera, Greater Miami Opera, Houston Grand Opera, Indianapolis Opera, Kentucky Opera, Knoxville Opera Company, Lyric Opera of Chicago, Lyric Opera of Kansas City, Madison Opera, Marin Opera Company, The Minnesota Opera, The Mississippi Opera, Mobile Opera, New Orleans Opera, New York City Opera, Opera Carolina, Opera Columbus, Opera Delaware, Opera Omaha, Opera Theater of St. Louis, Opera Theater of Wildwood, Orlando Opera, The Pennsylvania Opera Theater, Piedmont Opera Theater, Pittsburgh Opera, Portland Opera, Sacramento Opera, San Diego Opera, San Francisco Opera, Sarasota Opera, Seattle Opera, Skylight Opera Theater, Syracuse Opera, Texas Opera Theater, Toledo Opera, Tri-Cities Opera, Tulsa Opera, Utah Opera, The Virginia Opera, The Washington Opera, Whitewater Opera Company. Note taken from the source cited above.

Observational note: Among the 54 companies in the constant sample group, the balance between earned income, private support, and government support has remained fairly even over the 5-year period. As a percentage of total income, earned income has remained at approximately 51 percent since 1985, and represents the primary source of operating funds. Private support also has remained remarkably constant, resting at 41 percent of all income. Meanwhile, as a percentage of total income, government support from Federal, State, and local sources has dropped during the period, from 9 percent in 1984-85 to 7.6 percent in 1988-89. Government support increased by 17 percent over the 5-year period. Earned income rose by 41 percent over the last 5 years at a compound rate of 7.1 percent from $60.5 million to $85.4 million. Simultaneously, private contributions rose at the same rate, 41 percent, from $49.3 million to $69.4 million, also at a compound rate of 7.1 percent.

Table 4-22.
OPERA America data on sources of earned income for 54 opera companies: 1984-1989

Earned income source	1984-85	1985-86	1986-87	1987-88	1988-89
			(in millions of dollars)		
Performances	52.3	55.8	64.7	66.1	72.6
Broadcasting and recording	.1	.2	.6	.8	.2
Investments	3.0	3.7	3.4	4.6	5.2
Other	5.1	7.2	5.6	7.6	7.5
Total	60.5	66.9	74.3	79.1	85.5
As percentage of total income			(percent)		
Performances	43.4	43.1	44.7	42.8	43.3
Broadcasting and recording	*	*	*	*	*
Investments	2.5	2.9	2.3	3.0	3.1
Other	4.2	5.6	3.8	4.9	4.5
Total	50.1	51.6	50.8	50.7	50.9

*Less than 1 percent.

Note: Based on a consistent OPERA America sample group of 54 companies (excludes Metropolitan Opera). See table 4-21 for methodological note and a list of companies.

Source: OPERA America, Profile 1990, Washington, D.C., p. 23.

See Table 4-29 for 1982-84 data

Table 4-23.
OPERA America data on sources of contributed private income for 54 opera companies: 1984-1989

Contributed private income source	1984-85	1985-86	1986-87	1987-88	1988-89
			(in millions of dollars)		
Individuals	18.5	22.8	27.5	30.0	29.7
Foundations	10.1	7.5	9.4	8.6	12.2
Corporations	8.6	9.5	10.4	10.5	12.3
Guilds	2.8	2.7	5.5	4.0	4.4
Other	9.3	10.0	8.1	11.4	10.8
Total	49.3	52.5	60.9	64.5	69.4
As percentage of total income			(percent)		
Individuals	15.3	17.6	19.0	19.5	17.7
Foundations	8.4	5.8	6.5	5.6	7.3
Corporations	7.2	7.3	7.2	6.8	7.3
Guilds	2.4	2.1	3.8	2.6	2.6
Other	7.7	7.8	5.6	7.4	6.5
Total	41.0	40.6	42.1	41.9	41.4

Note: Based on a consistent OPERA America sample group of 54 companies (excludes Metropolitan Opera). See table 4-21 for methodological note and list of companies.

Source: OPERA America, Profile 1990, Washington, D.C., p. 22.

Observational note: Over 5 years, individual contributions jumped 61 percent, at a compound rate of 10 percent, from $18.5 million to $29.7 million. Among the constant sample group, individual giving accounted for 43 percent of all private support. A substantial increase in individual giving accounts for most of the growth in private support. In the 5 year period, corporate contributions increased by 42 percent, reaching $12.3 million. Guild contributions increased by 54 percent over the base year, but have shown a 19 percent decline since the 1986-87 fiscal year. Income from revenue generating projects and such other sources as united arts funds and donated services represent a decreasing percentage of total income, falling from 8 percent to 6.5 percent between 1985 and 1989. Note taken from source cited above.

See Table 4-30 for 1982-1987 data

Table 4-24.
OPERA America data on sources of public support income for 54 opera companies: 1984-1989

Income source	1984-85	1985-86	1986-87	1987-88	1988-89
			(in millions of dollars)		
State and local	6.1	6.7	6.3	7.0	8.4
Federal	4.4	3.3	3.5	3.7	4.2
Other tax-based	.3	*	*	*	*
Total	10.8	10.0	9.8	10.7	12.6
As percentage of total income			(percent)		
State and local	5.1	5.1	4.4	4.6	5.0
Federal	3.6	2.6	2.3	2.3	2.5
Other	.2	*	*	*	*
Total	8.9	7.7	6.7	6.9	7.5

*Represents less than $100,000.

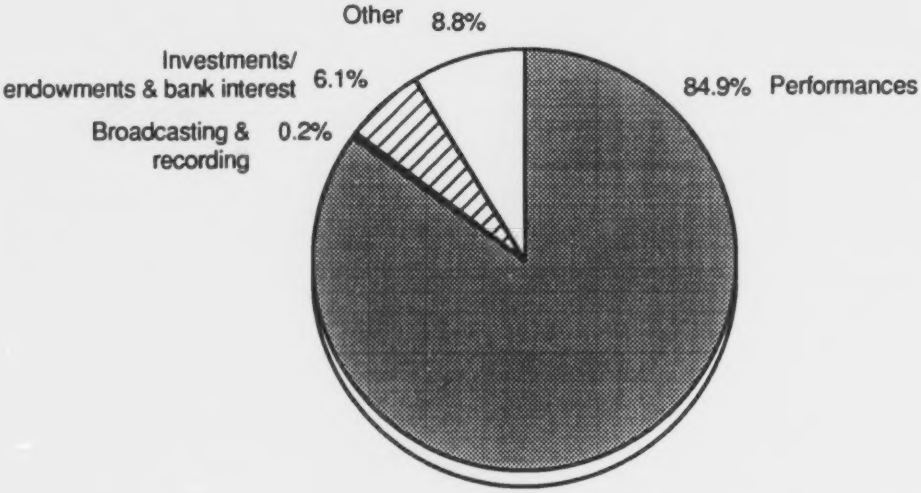
Note: Based on a consistent OPERA America sample group of 54 companies (excludes Metropolitan Opera). See table 4-21 for methodological note and list of companies. Figures differ slightly from those in the 1989 edition of the Sourcebook, which were based on 51 opera companies.

Source: OPERA America, Profile 1990, Washington, D.C., p. 24.

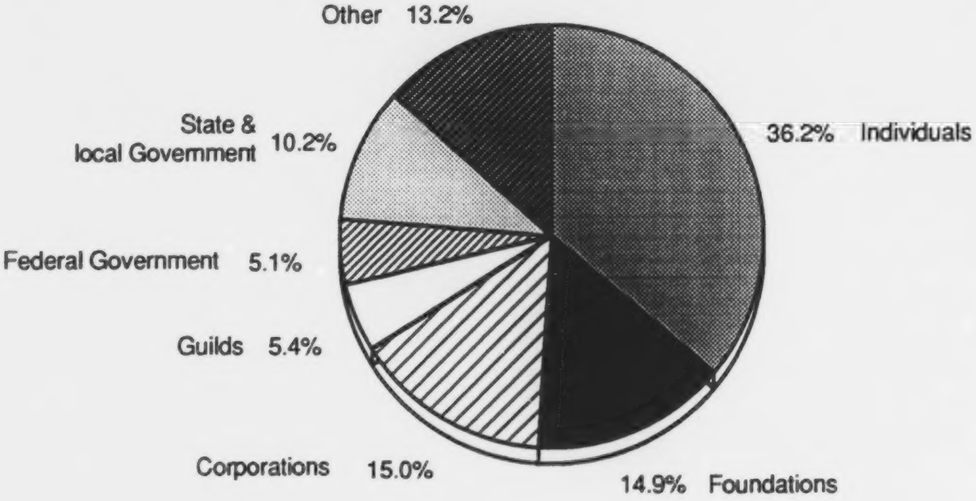
Observational note: As a percentage of total income, government support from Federal, State, and local sources has dropped during the period, from 9 percent in 1984-85 to 7.6 percent in 1988-89. Government support increased by 17 percent over the 5-year period. Grants from State and local governments fluctuated over the 5-year period, but increased overall from $6.1 million to $8.4 million, rising a total of 38 percent. Overall, Federal support for the sample group decreased during this period, from $4.4 million to $4.2 million. Note taken from source cited above.

Chart 4-10.
Sources of earned and contributed income of 54 opera companies in the membership of OPERA America: 1988-1989

Percentage distribution of earned income sources
(total earned income = 100%)



Percentage distribution of contributed income sources
(total contributed income = 100%)



Source: OPERA America; See tables 4-22 through 4-24 for full citation.

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See Table 4-32 for 1982-83 and 1986-87 data

Table 4-25.
OPERA America data on expenses for 54 opera companies: 1984-1985 and 1988-1989

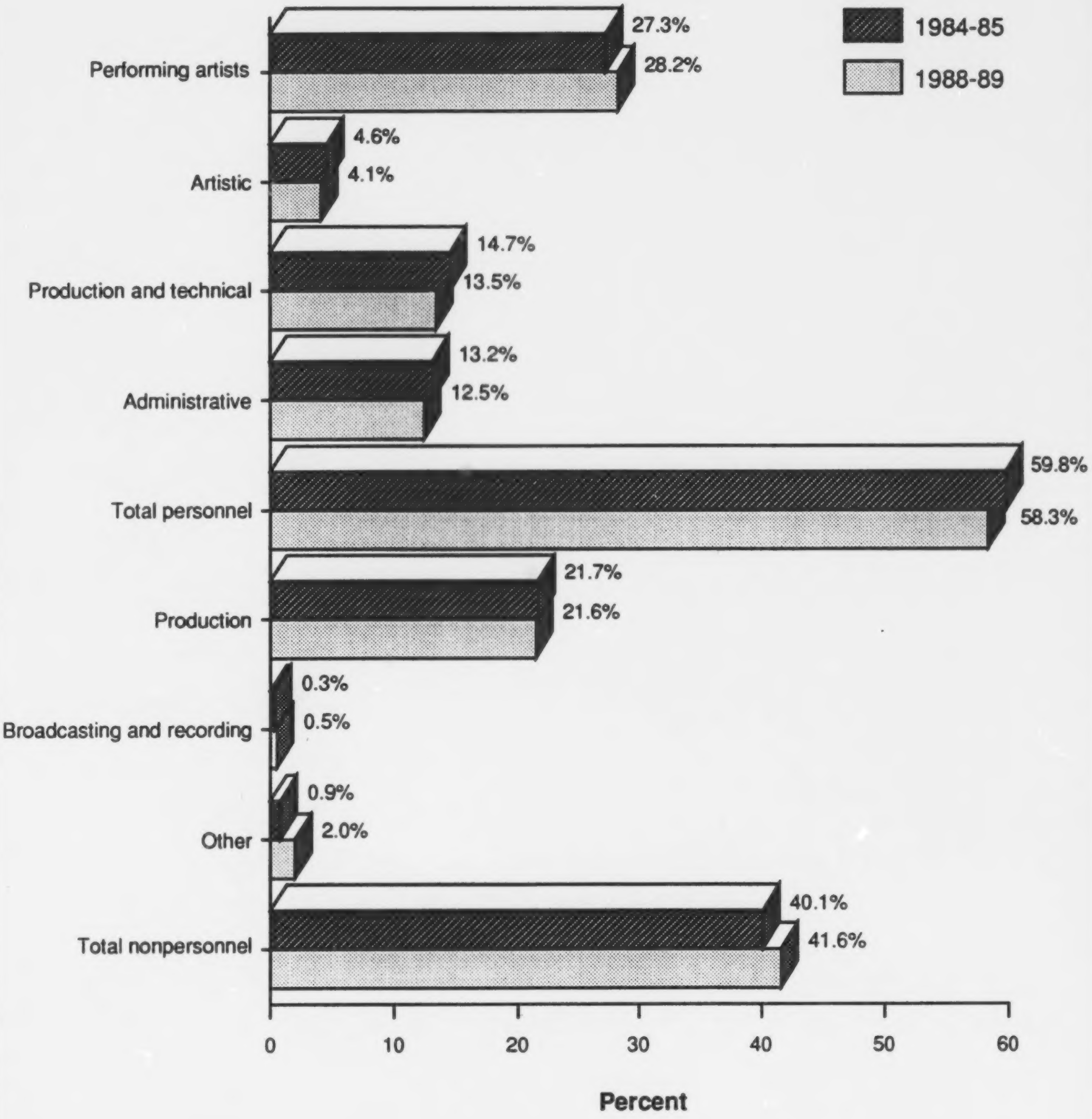
Type of expense	1984-85	1984-85	1988-89	1988-89
	(dollars in millions)	(percent)	(dollars in millions)	(percent)
Personnel				
Performing artists	32.7	27.3	47.3	28.2
Artistic	5.6	4.6	6.8	4.1
Production and technical	17.6	14.7	22.7	13.5
Administrative	15.9	13.2	20.9	12.5
Total personnel	71.8	59.8	97.7	58.3
Nonpersonnel				
Production	26.0	21.7	36.2	21.6
Administrative	20.6	17.2	29.4	17.5
Broadcasts and recordings	.3	.3	.8	.5
Other expenses	1.1	.9	3.4	2.0
Total nonpersonnel	48.0	40.1	69.8	41.6
Total expenses	119.8	99.9	167.5	99.9

Note: Based on a consistent OPERA America sample group of 54 companies (excludes Metropolitan Opera). See table 4-21 for methodological note and list of companies.

Source: OPERA America, Profile 1990, Washington, D.C., p. 24.

Observational note: As with the survey universe, personnel costs represented the greatest share of expenses among the sample group in 1988-89. Over the 5-year period, personnel costs expanded by 36 percent, approaching $98 million at an annual compound rate of 6.3 percent. This growth notwithstanding, personnel costs continued to decline as a percentage share of all expenses, from 59.8 percent in 1984-85 to 58.3 percent in 1988-89. Nonpersonnel expenditures increased at a rate of 45 percent over the 5 years, or at an annual compound rate of 7.8 percent, reaching $69.8 million in 1988-89. Fees paid to performing artists, including singers, orchestral musicians, and dancers, remained the largest expense category, accounting for 28.2 percent of all expenditures. Personnel costs for performing artists rose 44.8 percent over the 5-year period. Costs for administrative staff and production and technical personnel grew at a slower rate, increasing by 32.4 percent and 29.1 percent respectively. Note taken from source cited above.

Chart 4-11.
Expenses by type as a percent of total expenses for 54 opera companies in the membership of OPERA America: 1984-1985 and 1988-1989



Source: OPERA America, Profile 1990; See table 4-25 for full citation.

1989 Edition
Updates Table 4-36a

Table 4-26.
National Alliance of Musical Theatre Producers summary data from the 1989 and 1991 membership survey: 1988 and 1990

Survey item	1988 Totals	1988 Number reporting	1990 Totals	1990 Number reporting
Total annual attendance	14,077,731	59	14,059,728	63
Attendance for musical theatre (excludes opera, plays, concerts, etc.)	9,845,568	59	9,196,185	63
Number of season subscribers	592,470	59	560,394	63
Number of performances	11,093	59	11,249	63
Number of musical theatre performances	8,269	59	8,666	63
Number of musical theatre productions	240	59	245	63
Number of musicals produced (number of titles)	119	59	129	63
Number of original musicals produced	25	59	30	63
Finances				
Range of budget size	$305,000 to $43,000,000		$150,000 to $71,000,000	
Median budget size of 56 organizations	$2,500,000		$2,495,000	
Budget sizes of membership:		In category		In category
Under $500,000	NA	5	NA	6
From $500,000-999,999	NA	13	NA	13
From $1,000,000-1,999,999	NA	5	NA	8
From $2,000,000-2,999,999	NA	10	NA	9
From $3,000,000-4,999,999	NA	11	NA	14
$5,000,000 or more	NA	12	NA	13
Aggregate budgets of responding organizations	$248,486,000	56	$295,144,000	63

NA - Not applicable.

Note: The 1990 membership of the National Alliance of Musical Theatre Producers consists of the following 71 member nonprofit and commercial theatres, light opera and opera companies and performing arts centers: Alaska Light Opera Theatre, AK; Albuquerque Civic Light Opera, NM; AMAS Musical Theatre, NY; American Music Theater Festival, PA; Bakersfield Civic Light Opera, CA; Birmingham Summerfest, AL; Bushnell Memorial Hall, CT; California Music Theatre, CA; Candlelight Dinner Playhouse, IL; Casa Manana Theatre, TX; Civic Center/Performing Arts, IL; Cleveland Opera, OH; Coconut Grove Playhouse, FL; Columbia Artists Theatricals, NY; Corning Summer Theatre, NY; Cumberland County Playhouse, TN; Denver Center/Performing Arts, CO; Eugene Festival/Musical theatre, OR; An Evening Dinner Theatre, NY; 5th Avenue Musical Theatre, WA; Ford's Theatre, DC; Fullerton Civic Light Opera, CA; Goodspeed Opera House, CT: Heritage Artists/Cohoes Music Hall, NY; Irvine Civic Light Opera, CA; John Houseman Theatre, NY; Kennedy Center/Performing Arts, DC; Lone Star Performing Arts Assoc., TX; Long Beach Civic Light Opera, CA; Los Angeles Civic Light Opera, CA; Lyric Theatre of Oklahoma, OK; Maine State Music Theatre, ME; Marriott's Lincolnshire Theatre, IL; Michigan Opera Theatre, MI; Municipal Theatre Assn. of St. Louis, MO; Music Theatre Group, MD; Music theatre of Oregon, OR; Music Theatre of Wichita, KS; Musical Theatre of Arizona, AZ; Musical Theatre Works, NY; National Music Theater Network, NY: New Tuners Theatre, IL; New York City Opera, NY; North Carolina Perf. Arts Center, NC; North Shore Music Theatre, MA; O'Neill Theater Center, NY; Opera Pacific, CA; Orange County Performing Arts Center, CA; Paper Mill Playhouse, NY; Pittsburgh Civic Light Opera, PA; Playhouse Square Center, OH; Radio City Music Hall, NY; Royal Palm Dinner Theatre, FL; Sacramento Light Opera Association, CA; San Bernardino Civic Light Opera, CA; San Gabriel Valley Civic Light Opera, CA: San Jose Civic Light Opera, CA; Santa Barbara Civic Light Opera, CA; Seaside Music Theatre, FL; Showboat Dinner Theatre, FL; Skylight Opera Theatre, WI; Southern Arizona Light Opera, Az; Starlight Musicals, IN; Starlight Musical Theatre, CA; Tennessee Repertory Theatre, TN; Theater League, MO; Theater of the Stars, GA; Theatre Under the Stars, TX; Village Theatre, WA; Walnut Street Theatre, PA; Whittier-La Mirada Light Opera, CA. See A Sourcebook of Arts Statistics: 1990, Table 4-36a, p. 337, for 1989 membership.

Source: Data provided by Jim Thesing, Executive Director, National Alliance of Musical Theatre Producers, "1989 and 1991 Membership Survey; Summary of Results," New York, NY, 1991.

Observational note: Mr. Jim Thesing, Executive Director, in a letter accompanying the survey results states: "You should note that some of this data may duplicate information you receive from other sources. For example, some members of the National Alliance are also members of Theatre Communications Group, OPERA America, and the League of American Theatres and Producers."

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1989 Edition
Updates Table 4-36b

Table 4-27.
National Alliance of Musical Theatre Producers financial profile for 1989 and 1991 sample nonprofit musical theatre groups: 1989 and 1990

	1989 (N = 25)	1990 (N=34)			
Profile item	All	All	Group A	Group B	Group C
		Percent			
Source of revenue					
Box office receipts	71.6	73.9	62.5	63.4	77.9
Other earned income	8.2	9.4	12.0	9.1	9.0
Contributions & grants:					
National Endowment for the Arts	0.2	0.2	0.6	0.1	0.2
State Arts Council/Commission	2.2	2.0	2.7	0.6	2.2
Other Federal, State & local government	2.3	1.7	2.1	1.2	1.8
Corporations	4.1	3.5	7.5	5.1	2.4
Foundations	2.6	3.2	3.4	6.9	2.5
Individuals	4.3	4.6	7.1	12.4	2.6
Other (benefits, guilds, etc.)	4.5	1.5	2.1	1.2	1.4
Total revenue	100.0	100.0	100.0	100.0	100.0
Expenses					
Personnel salaries, fees, benefits:					
Administrative	14.2	14.4	16.8	12.2	14.4
Artistic	21.4	18.8	21.2	24.9	17.0
Production/technical	12.1	10.2	10.0	11.4	9.9
Royalties to authors, licensing houses,etc.	5.1	5.7	6.3	5.6	5.7
Physical production (scenery, costumes, etc.)	14.0	15.1	12.1	14.6	15.8
Marketing/advertising/audience development	11.3	10.1	9.9	13.4	9.5
Fund raising/development	2.6	1.1	1.8	1.3	1.0
All other expenses	19.3	24.6	21.9	16.6	26.7
Total expenses	100.0	100.0	100.0	100.0	100.0

Source: Data provided by Jim Thesing, National Alliance of Musical Theatre Producers, "1989 and 1991 Membership Survey, Summary of Results," New York, NY, 1991.

Methodological note: For the past 3 years, the Membership Survey has attempted to take a closer look at the finances of not-for-profit theatre and light opera companies that primarily or exclusively produce musicals. This core group comprises the majority of National Alliance members. The 34 companies sampled in the 1991 survey have been divided by size of operating budgets into three groups: Group A (16 Members); Theatres with Annual Operating Budgets under $1 Million; Group B (7 Members); Theatres with Annual Operating Budgets of $1-$3 Million; Group C (11 Members); Theatres with Annual Operating Budgets Over $3 Million.

Dollar amounts in each category were totalled, yielding the percentages above. There is an enormous diversity among these companies in their sources of revenue and their expenditures, which should be remembered when reviewing the percentages in the tables. See A Sourcebook of Arts Statistics: 1990, Table 4-36b, p. 338, for methodological note relating to the 25 sample companies comprising the 1989 survey.

Observational note: In 1991 eight of the 34 companies surveyed reported a net surplus from financial operations for last year, ranging from 2 percent to 13 percent of total operating expenses. Ten companies essentially broke even for the year, and sixteen companies reported deficits, ranging from 2 percent to 30 percent of operating expenses. Compared with last year's survey, more companies reported reductions in operating budgets due to financial difficulties, and several companies reported they may be forced to cease operations some time within the next year. On the other hand, a few companies have made significant increases in their operations and are running comfortably in the black.

Mr. Jim Thesing, Executive Director, in a letter accompanying survey results states: "You should note that some of this data may duplicate information you receive from other sources. For example, some members of the National Alliance are also members of Theatre Communications Group, Opera America, and the League of American Theatres and Producers."

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Updates Table 4-38 for 1982 data

Table 4-28.
Census of Service Industries data on aggregate financial measures of nonprofit tax-exempt dance groups: 1987

Financial measure	Dance organizations (188)		Ballet companies (78)		Modern dance companies (33)	
	(amount)	(percent)	(amount)	(percent)	(amount)	(percent)
Total revenues	137,297,000	100	88,538,000	100	17,384,000	100
Admissions	34,922,000	25	28,784,000	33	1,539,000	9
Contract fees for performances	24,194,000	18	11,283,00	13	6,745,000	39
Sales of merchandise (a)	2,510,000	2	(c)	(c)	(c)	(c)
Services to performing arts industry	448,000	(b)	425,000	(b)	(c)	(c)
Other patron, contract fees	6,837,000	5	186,000	(b)	(c)	(c)
Royalties, residual fees, subsidiary rights	208,000	(b)	3,404,000	4	(c)	(c)
Government contributions and grants						
National Endowment for the Arts	4,036,000	2	1,815,000	2	1,349,000	8
All other government sources	9,486,000	7	4,676,000	5	1,558,000	9
Private contributions and grants						
Individuals	14,711,000	11	9,601,000	11	1,346,000	8
Foundations	13,894,000	10	8,078,000	9	1,689,000	10
Business and industry	11,448,000	8	7,756,000	9	1,018,000	6
All other non-government sources	2,569,000	2	2,092,000	2	(c)	(c)
Other revenues	12,034,000	9	9,819,000	11	423,000	2
Total expenses	138,744,000	100	89,937,000	100	17,136,000	100
Percent of revenues/expenses	99	NA	98	NA	101	NA
Percent of contributions and grants/ expenses	40	NA	31	NA	24	NA
Percent of revenues of organizations reporting detail of sources/total revenue	87	NA	99	NA	100	NA

NA - Not applicable.

(a) Includes sale of food, beverages, including alcoholic beverages, and other merchandise.

(b) Less than 1 percent.

(c) Data have been withheld to avoid disclosure for individual organizations. These data are included in the column total for the total revenues.

Source: National Endowment for the Arts, Research Division, special tabulations (prepared by the Census of Service Industries for National Endowment for the Arts), table 2, "Selected Statistics for Tax-Exempt Performing Arts Establishments for the United States, Regions, and States: 1987", and table 4, "Selected Statistics for Tax-Exempt Performing Arts Establishments by Self-Designated Kind of Business for the United States: 1987", Washington, DC, October 1991. (Data are from Census of Service Industries.)

Table 4-29.
Dance/USA data on performance revenues as a percent of earned revenue for 23 dance companies: 1983-1987

Type of revenue	1983	1984	1985	1986	1987
			(percent)		
Home season revenue as a percent of earned revenue					
Ballet	59	66	66	70	72
Modern and other	18	20	18	14	17
Tour revenue as a percent of earned revenue					
Ballet	28	25	25	23	21
Modern and other	*	64	*	*	73
Ratio of U.S. touring to foreign touring	78/22	76/24	81/19	83/17	88/12
Performance revenue as a percent of total earned revenue					
Ballet	87	90	90	92	94
Modern and other	84	84	89	80	89

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. No corresponding dollar amounts were available from Dance/USA. Figures shown above represent "average percents."

*Amount as a percent of earned revenue was not given.

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington,D.C., 1989, p. 5.

Methodological Note: Dance/USA's FY 1987 membership included 24 ballet and 25 modern and other companies. The companies participated in Dance/USA's annual data survey. Their total operating budget for FY 1987 was $134 million. The data on which these tables are based come from the annual survey of 23 comparable companies that have participated consistently from FY 1983 through 1987. This group consists of 15 ballet companies and 8 modern and other dance companies. Their total operating budget for FY 1987 was $164 million or 69 percent of the total dance field.

Dance/USA cautions that their membership is not the entire field of professional companies. They indicate that the most credible data base beyond their own is that of the National Endowment for the Arts Dance Program roster of companies funded each year. They use the NEA total for companies funded and total budgets of those companies as reasonable guides to the universe of professional dance companies. In FY 87, that group included 118 companies with total budgets of $151 million. Data in the tables were tabulated from the Dance/USA annual fiscal survey and published as percentage distributions in the Dance/USA Annual Report 1988. Members of the 23 company sample group include the following: American Ballet Theatre, Atlanta Ballet, Ballet Hispanico of New York, Boston Ballet, Trisha Brown Company, Lucinda Childs Dance Company, Cleveland San Jose Ballet, Merce Cunningham Dance Company, Feld Ballet, Hartford Ballet, Houston Ballet, Hubbard Street Dance Company, Bella Lewitzky Dance Company, Milwaukee Ballet, New York City Ballet, North Carolina Dance Theater, Ohio Ballet, Pacific Northwest Ballet, Pennsylvania Ballet, Pilobolus Dance Theatre, San Francisco Ballet, Paul Taylor Dance Company, and Washington Ballet.

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Table 4-45 with 1983-87 data has
been repeated in this volume as Table 4-29

Table 4-30.
Dance/USA data on performance revenues as a percent of earned revenue for 46 dance companies: 1990

Type of revenue	Percent
Home season revenue as a percent of earned revenue, total*	74
Tour revenue as a percent of earned revenue, total*	18
Ratio of U.S. touring to foreign touring	74/26
Performance revenue as a percent of total earned revenue, total*	91

*Breakdown for ballet, modern dance companies, and other not reported separately.

Source: Data provided by Victoria J. O'Reilly, information services consultant, Dance/USA, Washington, D.C., December 1991.

Methodological note: Data for FY90 comes from an analysis of 46 companies. This group consists of 25 ballet companies and 21 modern and other companies. FY90 operating expense budgets for these 46 companies totaled $129,537,118. Their FY90 operating revenues totaled $131,152,352. Members of the 46 company group include the following: Aman Folk Ensemble, American Ballet Theatre, Ballet Arizona, Ballet Hispanico of New York, Ballet West, BalletMet, Boston Ballet, Chen and Dancers, Cleveland San Jose Ballet, Dance Alloy, Dance Exchange, David Gordon/Pick Up Company, Dayton Ballet, Elisa Monte Dance Company, Feld Ballets/NY, Fort Worth Ballet, Garth Fagan Dance, Hartford Ballet, Houston Ballet, Hubbard Street Dance Company, KHADRA International Folk Ballet, Lewitzky Dance Company, Louisville Ballet, Lucinda Childs Dance Company, Merce Cunningham Dance Company, Miami City Ballet, Milwaukee Ballet, New Dance Ensemble, ODC/San Francisco, Oakland Ballet, Ohio Ballet, Pacific Northwest Ballet, Paul Taylor Dance Company, Pennsylvania Ballet, Philadanco, Pittsburgh Ballet Theatre, Princeton Ballet, Repertory Dance Theatre, Richmond Ballet, San Francisco Ballet, State Ballet of Missouri, Tandy Beal and Company, The Parsons Dance Company, Trisha Brown Dance Company, Washington Ballet, and ZeroMoving Dance Company.

Table 4-31.
Dance/USA data on contributed revenue as a percent of total revenue for 23 dance companies: 1983-1987

Source of revenue	1983	1984	1985	1986	1987
			(percent)*		
Individuals	20	20	21	22	25
Board members	10	14	5	10	12
Foundation giving	23	18	22	22	18
Corporation	13	16	18	15	15
Federal government grants	16	16	15	13	12
State, regional and local government	13	13	12	11	11
Special events	10	12	7	8	9

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. See table 4-29 for methodological note and list of companies.

*No corresponding dollar amounts were available from Dance/USA. Figures shown above represent "average percents."

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington,D.C., 1989, p. 6.

Table 4-32.
Dance/USA data on contributed revenue as a percent of total revenue for 46 dance companies: 1990

Source of revenue	1990
	(percent)
Individuals	15
Board members	7
Foundation giving	7
Corporation	7
United arts funds	1
Federal government grants	3
State, regional, and local government	5
Special events	4
Other	2

Note: See table 4-30 for methodological note and listing of companies. No corresponding dollar amounts were available from Dance/USA. Figures shown above represent "average percents."

Source: Data provided by Victoria J. O'Reilly, information services consultant, Dance/USA, Washington, D.C., December 1991.

1989 Edition
Repeats Table 4-47

Table 4-33.
Dance/USA data on revenue as a percent of expenses for 23 dance companies: 1983-1985

Source of revenue	1983	1984	1985
		(percent)	
Earned revenue	64	64	61
Regular home season revenue	25	24	25
Nutcracker revenue (a)	13	13	14
Tour revenue	18	20	16
Other earned revenue	8	7	6
Contributed revenue	37	37	37
Individuals	9	9	10
Corporations	5	6	6
Foundations	8	6	7
Special events	4	5	4
Public funding	7	8	8
- Federal	3	3	3
- State	3	3	3
- Local	1	2	2
Other contributed revenue	4	3	2
Deficit/Surplus (b)	1	1	-2
Total (b)	101	101	98

Note: Data based on a consistent Dance/USA sample of 23 companies. See table 4-29 for a description of methodology and a list of the companies.

(a) Represents revenue from performances of "The Nutcracker," a ballet to music by Tchaikovsky.

(b) In 1983 and 1984 there were 1 percent surpluses. Total for these years is 101 percent. In 1985 there was a 2 percent deficit. Total for this year is 98 percent.

Source: Update, Dance/USA Annual Report 1986, Washington, D.C., December 1986/January 1987, p. 9.

Table 4-34.
Dance/USA data on revenue as a percent of expenses for 46 dance companies: 1990

Source of revenue	1990
	(percent)
Earned revenue	56
Regular home season revenue	26
Nutcracker revenue (a)	15
Tour revenue	10
Other earned revenue	5
Contributed revenue	45
Individuals	15
Corporations	7
Foundations	7
United arts funds	1
Special events	4
Other	2
Public support (b)	8
- Federal	3
- State	3
- Regional and local	2
Other contributed revenue	2
Surplus/(Deficit)	1
Total	101

Note: Data based on 46 companies. See table 4-30 for a description of methodology and a list of the companies.

(a) Represents revenue from performances of "The Nutcracker," a ballet to music by Tchaikosvky. Eighteen ballet companies reported such revenue.

(b) Public support revenue as a percent of expenses is 0.1 percent less than the sum of the corresponding percentages for the subcategories of public support shown, due to rounding.

Source: Data provided by Victoria J. O'Reilly, Information services consultant, Dance/USA, Washington, D.C., December 1991.

Table 4-35.
Dance/USA data on expenses by type as a percent of total expenses for 23 dance companies: 1983-1987

Type of expense	1983	1984	1985	1986	1987	
			(percent) (a)			
Personnel expenses	50	49	54	52	53	(b)
Dancers' wages (c)	22	20	23	21	21	
Nonpersonnel expenses						
Production costs	27	29	26	25	28	
Administrative costs	19	18	19	19	19	
Marketing and public relations	7	7	7	8	7	
Development account	1	1	1	2	2	

Note: Based on a consistent sample of 23 dance companies in the membership of Dance/USA. See table 4-29 for methodology and list of companies.

(a) No corresponding dollar amounts were available from Dance/USA. Figures shown represent "average percents."

(b) Includes 33 percent for artistic personnel and 20 percent for administrative and other personnel.

(c) Other subcategories of personnel expenses were not reported as a percent of total expenses.

Source: Update Special Issue, Dance/USA Annual Report 1988, Washington,D.C., 1989, p. 6.

Table 4-36.
Dance/USA data on expenses by type as a dollar amount and percent of total expenses for 46 dance companies: 1990

Type of expense	1990	
	(percent)	(dollars)
Personnel expenses	55	71,029,354
Dancers' wages	19	24,595,317
Artistic staff wages*	8	10,743,198
Administrative wages	11	14,380,662
Other personnel wages	17	21,310,177
Nonpersonnel expenses		
Production costs	24	30,640,570
Administrative costs	17	22,536,004
Marketing and public relations	7	8,389,879
Development account	3	3,405,856
Total expenses	(NA)	129,537,118

NA - Not applicable.

Note: Data based on 46 companies. See table 4-30 for methodological note and listing of companies.

*Does not include musician's wages.

Source: Data provided by Victoria J. O'Reilly, information services consultant, Dance/USA, Washington, D.C., December 1991.

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Updates Table 4-50

Table 4-37.
National Square Dance Convention attendance: 1954-1991

Year	Total attendance	Year	Total attendance
1954	5,354	1973	16,121
1955	7,644	1974	18,052
1956	12,253	1975	22,052
1957	8,437	1976	39,796
1958	8,027	1977	24,568
1959	8,848	1978	23,879
1960	12,328	1979	22,170
1961	18,195	1980	26,841
1962	10,336	1981	24,379
1963	10,863	1982	18,050
1964	11,790	1983	30,953
1965	11,196	1984	20,052
1966	14,016	1985	17,783
1967	9,726	1986	27,192
1968	10,284	1987	20,164
1969	12,673	1988	26,967
1970	19,542	1989	20,572
1971	13,636	1990	23,651
1972	15,823	1991	17,840

Note: The convention location varies. This accounts for some of the variation in attendance.

Source: National Square Dance Convention; data provided by Howard Thornton, Director of Information, Midwest City, OK, September 1987, November 1989, and November 1991.

See Table 4-67 for 1982 data

Table 4-38.
Census of Service Industries data on aggregate financial measures of nonprofit (tax-exempt) classical music organizations: 1987

Financial measure	Classical music organizations (552) Amount	Classical music organizations (552) Percent	Selected classical music fields: Symphony orchestras (261) Amount	Symphony orchestras (261) Percent	Opera companies (75) Amount	Opera companies (75) Percent	Chamber music groups (69) Amount	Chamber music groups (69) Percent
Total revenues	796,464,000	100	448,908,000	100	200,900,000	100	22,317,000	100
Admission receipts	294,076,000	37	155,350,000	35	71,083,000	35	5,936,000	27
Contract fees for performances	42,330,000	5	23,807,000	5	5,253,000	3	3,979,000	18
Sale of merchandise (a)	6,748,000	.8	2,622,000	.6	(c)	(c)	455,000	2
Services to performing arts industry	3,825,000	(b)	1,457,000	(b)	858,000	(b)	(c)	(c)
Other patron, conract fees	48,542,000	6	26,279,000	6	17,545,000	9	370,000	2
Royalties, residual fees, subsidiary rights	7,674,000	.6	3,596,000	.8	(c)	(c)	(c)	(c)
Government contributions and grants								
National Endowment for the Arts	15,694,000	2	8,702,000	2	4,207,000	2	473,000	2
All other government sources	50,144,000	6	34,656,000	8	7,097,000	4	997,000	4
Private contributions and grants								
Individuals	141,261,000	18	72,359,000	16	42,750,000	21	3,805,000	17
Foundations	38,270,000	5	19,664,000	4	11,790,000	6	2,074,000	9
Business and industry	62,936,000	8	40,622,000	9	13,353,000	7	2,535,000	11
All other nongovernment sources	16,237,000	2	7,355,000	2	6,506,000	3	85,000	(b)
Other revenues	68,727,000	9	46,934,000	10	12,547,000	6	844,000	4
Total expenses	788,747,000	100	436,812,000	100	196,247,000	100	22,652,000	100
Revenue as a percent of expenses	101		103		102		99	
Contribution and grants as a percent of expenses	41		42		44		44	
Revenues of organizations reporting detail of sources/ total revenues	92		99		97		97	

Note: Percent may not total 100 because of rounding.

(a) Includes sale of food, beverages, including alcoholic beverages, and other merchandise.

(b) Less than 0.5 percent.

(c) Data withheld to avoid disclosure for individual companies, data are included in borader kinds-of-business totals.

Source: National Endowment for the Arts, Research Division, special tabulations, prepared by the Census of Service Industries, table 2, "Selected Statistics for Tax-Exempt Performing Arts Establishments for the United States Regions and States: 1987" and table 4, "Selected Statistics for Tax-Exempt Performing Arts Establishments by Self-Designated Kind of Business for the United States: 1987," Washington, D.C., October, 1991.

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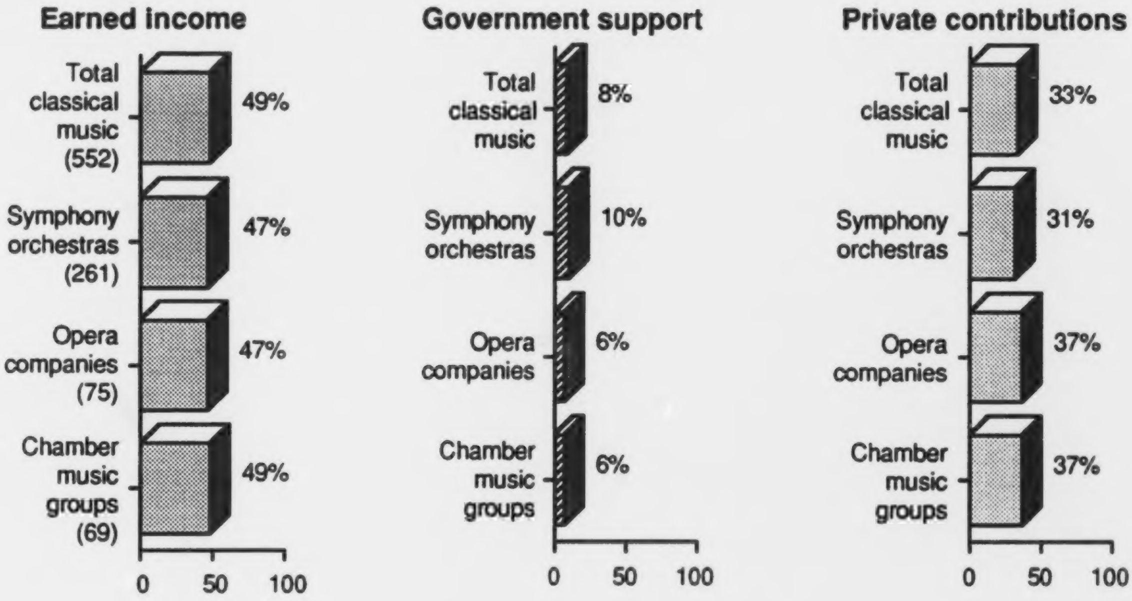
Chart 4-12.
Sources of income for nonprofit classical music organizations by type of organization: 1987



Note: In addition to earned, government, and private contributions, classical music organizations reported from 4 to 10 percent of revenues from "other sources."

Source: Census of Service Industries; See table 4-38 for full citation.

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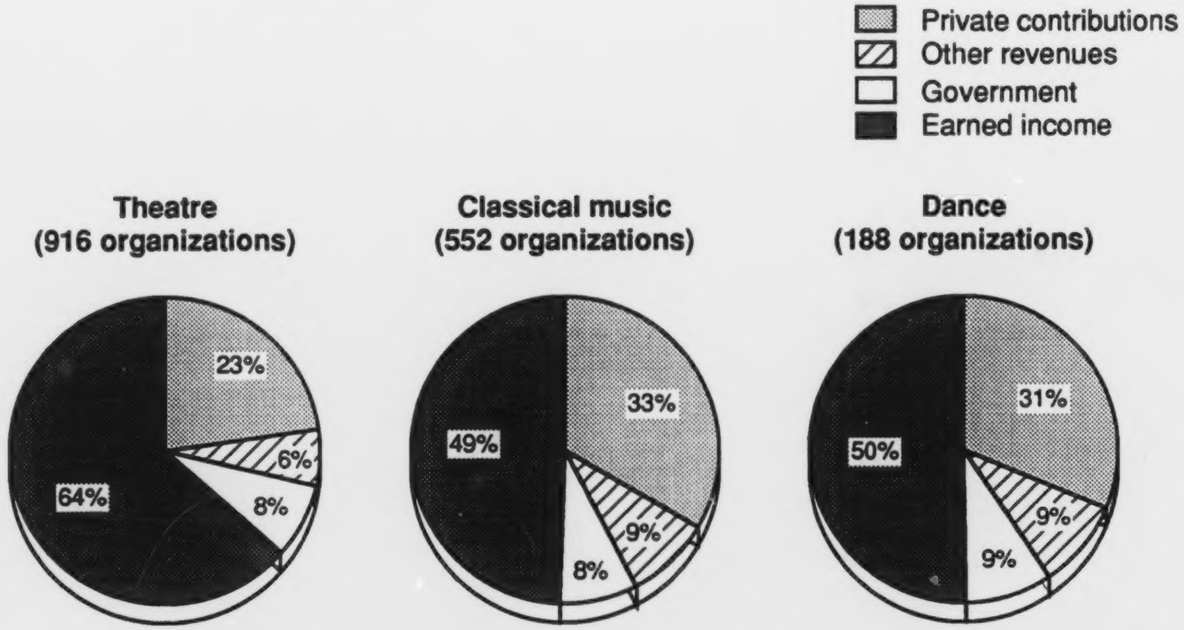
Chart 4-13.
Sources of income of nonprofit theatre, classical music, and dance organizations: 1987



Note: Generally includes organizations filing FICA reports or IRS form 990; Percents do not total 100 due to rounding.

Source: Census of Service Industry data; See tables 4-10, 4-28, and 4-38 for full citations.

See Table 4-54 for 1976-1988 data

Table 4-39.
Sources of income of 173 symphony orchestras in the membership of the American Symphony Orchestra League: 1988-1991 (continued on next page)

Source	1988-89	1989-90	1990-91
		(in millions of dollars)	
Revenue			
Concert income and fees	240	273	287
Broadcasting/recording	14	15	16
Pension	2	2	3
Endowment and investment	54	64	62
Other income	53	51	44
Total*	363	405	412
Tax Supported Grants			
City	9	10	10
County	5	6	6
State	4	6	10
State Arts Agency	23	23	20
NEA	10	10	10
Boards of Education	1	1	1
Other	2	2	5
Total*	54	58	60
Private Support			
Individuals and individual family foundations	74	81	88
Businesses and corporate foundations	53	56	61
Independent foundations	18	20	20
United Arts Funds	17	21	20
Other sources	42	39	41
Total*	203	216	230
Total income*	619	680	702

*Figures may not sum to total because of rounding.

Table 4-39.
Sources of income of 173 symphony orchestras in the membership of the American Symphony Orchestra League: 1988-1991 (continued from previous page)

Source	1988-89	1989-90	1990-91
		(Percent of total income)	
Revenue			
Concert income and fees	38.67	40.13	40.84
Broadcasting/recording	2.31	2.18	2.28
Pension	0.31	0.30	0.38
Endowment and investment	8.75	9.45	8.89
Other income	8.60	7.56	6.27
Tax Supported Grants			
City	1.40	1.50	1.36
County	0.82	0.83	0.84
State	0.68	0.93	1.37
State Arts Agency	3.74	3.36	2.79
NEA	1.62	1.62	1.42
Boards of Education	0.21	0.20	0.16
Other	0.27	0.33	0.66
Private Support			
Individuals and individual family foundations	11.87	11.87	12.47
Businesses and corporate foundations	8.51	8.26	8.75
Independent foundations	2.86	2.95	2.90
United Arts Funds	2.71	3.02	2.87
Other sources	6.74	5.72	5.77

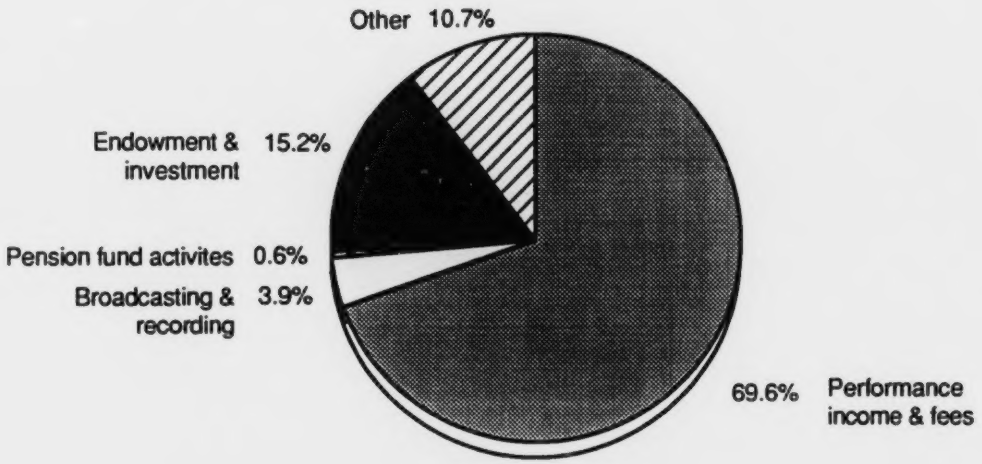
Note: Data are based on a sample from 173 member orchestras of the American Symphony Orchestra League with annual operating expenses in excess of $250,000.

Source: American Symphony Orchestra League. Data provided by Heather Dinwiddie, Information Network Manager, January 1992.

Chart 4-14.
Sources of income of symphony orchestras in the membership of the American Symphony Orchestra League: 1990-1991

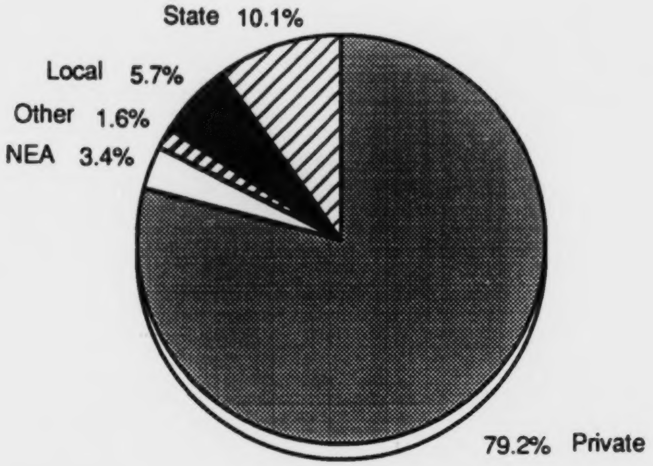
Percentage distribution of earned income sources

(total earned income = 100%)



Percentage distribution of contributed income sources

(total contributed income = 100%)



Source: American Symphony Orchestra League; See table 4-39 for full citation.

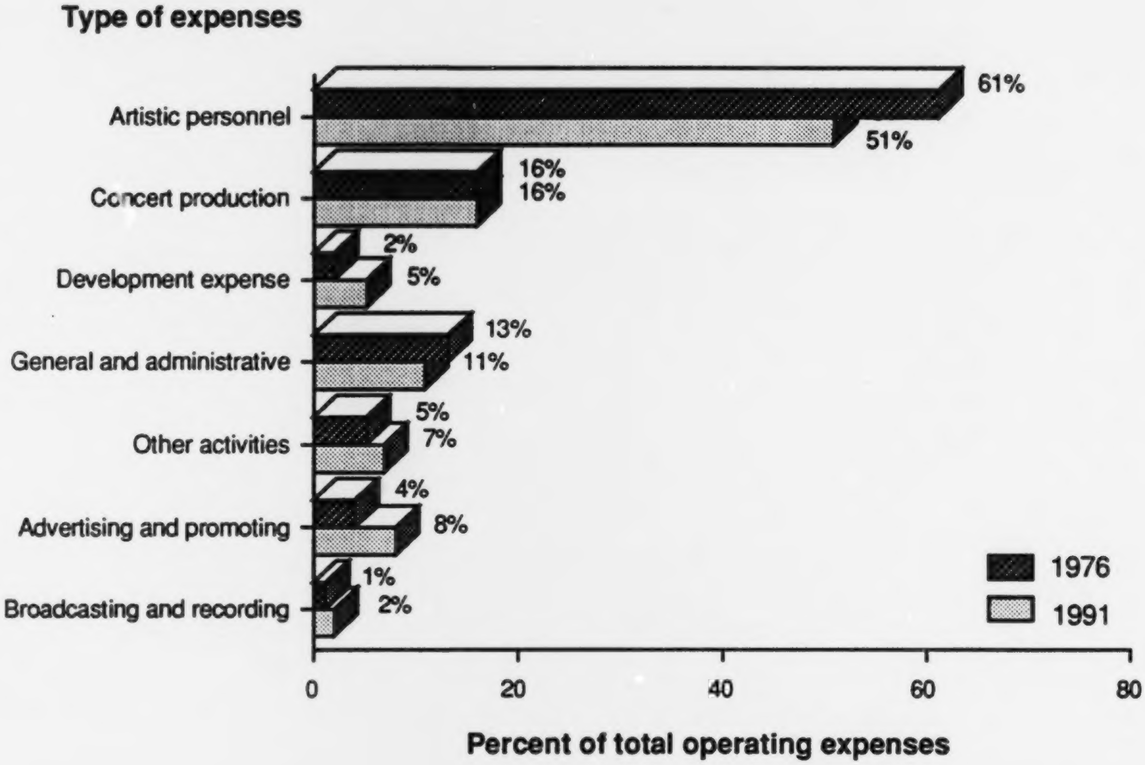
Table 4-40.
Distribution of operating expenses of 173 symphony orchestras in the membership of the American Symphony Orchestra League: 1988-1991

Type of expense	1988-89	1989-90	1990-91
		(in millions of dollars)	
Artistic personnel	319	351	371
Broadcasting and recording	14	14	16
Pension fund	1	1	1
Concert production	92	112	115
Development	31	34	35
Advertising and promotion	49	56	61
General and administrative	70	77	77
Other	56	55	49
Total expenses	631	699	724
		(percent of total expenses)	
Artistic personnel	50.48	50.17	51.20
Broadcasting and recording	2.17	2.07	2.21
Pension fund	0.13	0.11	0.12
Concert production	14.54	16.00	15.86
Development	4.92	4.81	4.82
Advertising and promotion	7.79	7.98	8.37
General and administrative	11.12	11.07	10.71
Other	8.85	7.80	6.70

Note: Data are based on a sample from 173 member orchestras of the American Symphony Orchestra League with annual operating expenses in excess of $250,000.

Source: American Symphony Orchestra League. Data provided by Heather Dinwiddie, Information Network Manager, January 1992.

Chart 4-15.
Distribution of operating expenditures of symphony orchestras in the membership of the American Symphony Orchestra League: 1976 and 1991



Source: American Symphony Orchestra League; See 1989 Sourcebook table 4-54 and 1992 Addendum table 4-40 for full citation.

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Table 4-41.
American Symphony Orchestras League data on total income and expenses for 173 member orchestras: 1988-1991

	1988-89	1989-90	1990-91
		(in millions of dollars)	
Earned income	363	405	412
Total expense	631	699	724
Earnings gap*	-268	-294	-312
Contributed income	256	274	290
Total income	619	680	702
Surplus/deficit	-12	-19	-21

Note: Data are based on a sample from 173 member orchestras of the American Symphony Orchestra League with annual operating expenses in excess of $250,000.

*Earnings gap - Earned income minus total expenses.

Source: American Symphony Orchestra League. Data provided by Heather Dinwiddie, Information Network Manager, January 1992.

Table 4-42.
Percent distribution of different types of chamber music ensembles currently active in the United States: 1990

Type	Percent
Mixed ensemble	25
String quartet	16
Duo	15
Piano trio	8
Woodwind quintet	7
Brass quintet	4
Piano quartet	2
Vocal ensemble	1
Other	21

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, p. 4. (Based on 1990 national survey of the chamber music field)

Methodological note: Information was gathered in a 1990 nationwide survey of chamber music ensembles and presenting organizations. Chamber Music America, the national association of professional chamber music organizations, sponsored the survey with funding from the Andrew W. Mellon Foundation and the National Endowment for the Arts. Separate questionnaires were used for ensembles and for presenting organizations. For purposes of the survey, all ensembles and presenting organizations listed in either Chamber Music America's Membership Directory or in the 1989 editions of Musical America International Directory of the Performing Arts or Stern's Performing Arts Directory were considered to constitute the professional chamber music field. A total of 2,518 surveys were sent to 1,120 ensembles and 1,398 presenting organizations. Responses were received from 309 ensembles and 421 presenting organizations. The overall rate of response was 32 percent.

Table 4-43.
Characteristics of chamber music ensemble organizations: 1990

Type of organization structure	Percent
Informal partnership	49
Nonprofit corporation	39
Formal partnership	7
Profit corporation	2
Association and other	2
Sole proprietorship	1

	Task management (a)				
Task	Manager or representative	Paid employee	Ensemble member	Volunteer	Not applicable
	(percent) (b)				
Financial matters	14	11	77	9	1
Concert bookings	43	9	72	4	0
Publicity and promotion	35	16	65	10	0
Travel plans	18	10	76	2	5
Fundraising	9	13	60	19	22

Note: See table 4-42 for methodological note.

(a) Figures are averages encompassing all ensembles, and do not take into account a variety of influential factors.

(b) Numbers added across may total more than 100 percent, implying shared responsibility for certain tasks.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, p. 4. (Based on 1990 national survey of the chamber music field.)

New Inclusion

Table 4-44.
Characteristics of income of chamber music ensembles: 1990

Number of concerts	Total annual ensemble income Median income	 Average income*	 Percent earning over $50,000
	(in dollars)		
Up to 10 concerts/year	6,200	16,100	8
11 to 30 concerts/year	19,800	40,000	24
More than 30 concerts/year	58,200	116,800	52

Income brackets	Distribution of ensembles in particular income brackets
	(percent)
Up to $5,000	18
$5,000-15,000	22
$15,000-50,000	29
$50,000-100,000	12
More than $100,000	19

Ensemble type	Number of ensembles	Total annual ensemble income Median income	 Average income*	 Percent over $50,000
		(in dollars)		
Mixed ensemble	72	31,000	71,200	35
String quartet	43	50,500	113,100	51
Duo	35	10,000	18,100	9
Piano trio	22	13,200	35,500	18
Woodwind quartet	19	15,000	31,300	21

Income brackets	Musician's individual annual net income from ensemble activities
	(percent)
Negative or zero	10
$1 to 2,500	42
$2,500 to 5,000	19
$5,000 to 10,000	16
Over $10,000	13

Note: See table 4-42 for methodological note.

*High average income figures are caused by a few groups in each category achieving extraordinary financial success.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane Parsons and Associates, New York, NY, December 1991, pp. 7-9. (Based on 1990 national survey of the chamber music field.)

Observational note: Income Sources: Earned income -- performance fees, box office receipts, and, to a much smaller degree, recording royalties -- accounts for 66 percent of total ensemble income, on average. The higher median figure (82 percent of total income) implies that a minority of ensembles rely heavily on unearned sources of income such as grants and contributions. More than half of all ensembles (56 percent) have some level of contributed income. On average it accounts for 22 percent of their total income. It is noteworthy that among ensembles incorporated as nonprofits, a much larger proportion of their income (42 percent) was accounted for by grants and gifts. Government grants, accounting for 40 percent of all contributed income, are the single largest source of unearned income. Contributions from individuals account for another 30 percent of the total, and foundations and corporations play lesser, but significant roles.

Compensation for Individual Ensemble Members. For the vast majority of musicians, chamber music can be only a part-time pursuit: only 8 percent of all ensemble members do not supplement their chamber music income by teaching and/or performing with other musical organizations; fewer than 20 percent receive a "substantial majority" of their income from ensemble activity.

Table 4-45.
Characteristics of chamber music presenting organizations staffing: 1990

Type of organization	Average level of staffing among three types of presenting organizations							
	Paid personnel				Unpaid volunteers			
	Full time		Part time		Working more than 5 hours		Working less than 5 hours	
	Percent which retain one or more personnel	Average number of personnel	Percent which retain one or more personnel	Average number of personnel	Percent which retain one or more personnel	Average number of personnel	Percent which retain one or more personnel	Average number of personnel
Cultural series	30	1.9	50	3.4	56	3.3	80	17.5
Festivals	61	4.0	90	11.7	50	4.9	65	21.7
College/university	51	4.7	73	10.2	26	4.3	64	11.3

Type of organization	Staffing patterns among different types of presenting organizations*			
	Staff positions			
	Executive director	Artistic director	Secretary	Administrative assistant
	(percent)			
Cultural series	52	32	23	25
Festival	79	83	32	47
College/university	54	16	48	31

Note: See table 4-42 for methodological note.

*Staffing patterns vary among types of presenters. Percentage figures indicate the proportion of organizations which maintain the staff positions listed.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, pp. 16 and 17. (Based on 1990 national survey of the chamber music field.)

New Study

Table 4-46.
Staff positions and average salaries of presenting organizations responding to Chamber Music America 1990 National Survey: 1990

Position	Incidence of staff positions (a)			Average salaries (b)	
	Full time	Part time	Total full time and part time	Full time (c)	Part time
		(percent)		(dollars)	
Executive director	39	21	60	38,000	8,000
Artistic director	25	12	37	35,000	8,000
Secretary	17	17	34	17,000	3.000
Administrative assistant	15	18	33	18,000	6,000
Marketing director	10	16	26	27,000	6,000
Bookkeeper	15	11	26	18,000	4,000
Box office manager	13	11	24	22,000	5,000
Technical director	10	12	23	27,000	7,000
Assistant director	5	15	20	30,000	5,000
Finance director	7	10	17	34,000	4,000
Facility manager	9	8	17	29,000	8,000
Development director	5	9	14	31,000	NA
Other	15	12	27	NA	NA

NA - Not available.

Note: A presenting organization selects artists and companies, engages them to perform or exhibit, pays them a fee, and brings them together with audiences. Presenting organizations provide performance and exhibition opportunities necessary to the existence of performing artists. The presenter manages all the presentational details, from contractual arrangements and stagehands to ushers, box office and publicity. Presenting organizations exist in every State and region of the country. Festivals, performing arts centers, colleges and universities, museums, local arts agencies, and artists' spaces are all examples of institutions and organizations that may present the arts. (Note taken from source below.) See table 4-42 for methodological note.

(a) Percentage figures indicate the proportion of organizations that maintain the listed positions.

(b) Salary figures have been rounded, and in the case of infrequently found positions, are based on small samples.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, pp. 17 and 19. (Based on 1990 national survey of the chamber music field.)

Table 4-47.
Income data of presenting organizations responding to Chamber Music America 1990 National Survey: 1990

Range of annual income	Percent
$5,000 or less	2
$5,001 - 15,000	14
$15,001 - 50,000	31
$50,001 - 100,000	18
Over $100,000	36

Proportion of programming which is chamber music	Income by level of chamber music programming: Median income	Income by level of chamber music programming: Average income
	(dollars)	
All	39,700	119,000
Majority	61,900	158,900
Minority	79,200	545,200

Note: See table 4-42 for methodological note.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, p. 18. (Based on 1990 national survey of the chamber music field.)

Observational note: Organizations which have a larger proportion of their programming devoted to chamber music usually have smaller budgets than those which program a variety of performing arts.

Table 4-48.
Ensembles' and presenters' repertoires falling into different categories defined by historical period and general familiarity to audiences: 1990

Period	Type	Some (1-10)	Minority (11-50)	Majority (51-90)	Virtually all (91-100)	None (0)
Ensemble repertoire						
Pre-1750...............	All	39	8	3	7	42
1750-1900.............	Standard	13	31	34	4	19
1750-1900.............	Less-known	39	34	3	1	22
1750-1900.............	Rare	39	26	6	2	26
1900-1945.............	Standard	25	37	15	1	22
1900-1945.............	Rare	40	29	5	1	24
Post-1945..............	All	30	33	15	7	15
Presenter repertoire						
Pre-1750...............	All	41	20	5	2	26
1750-1900.............	Standard	7	22	58	6	4
1750-1900.............	Less-known	42	39	2	1	12
1750-1900.............	Rare	51	18	2	1	25
1900-1945.............	Standard	21	36	26	4	10
1900-1945.............	Rare	46	25	3	0	21
Post-1945..............	All	50	25	4	3	15

Note: See table 4-42 for methodological note.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, pp. 12 and 24. (Based on 1990 national survey of the chamber music field.)

Table 4-49.
Decade ensemble and presenter organizations were established: 1990

Decade	Ensembles	Presenters
1930s or before	NA	5
1940s	2	8
1950s	1	16
1960s	7	14
1970s	31	29
1980s	59	28

NA - Not available.

Note: See table 4-42 for methodological note.

Source: Chamber Music America, "Status of the National Chamber Music Field: A Working Paper," David Bury, Stephen Procter, Resource Development Foundation, Inc., research by Kane, Parsons and Associates, New York, NY, December 1991, pp. 5 and 15. (Based on 1990 national survey of the chamber music field.)

Table 4-50.
Chorus America data on income and expenses for independent (autonomous) choruses: 1980, 1985, 1987, and 1989

Type of revenue/expense	1980	1985	1987	1989
		(in thousands of dollars)		
Five independent choruses* reporting for all 4 years:				
Earned income	406.2	481.7	750.1	738.2
Private support	230.8	424.2	827.5	967.5
Government support	58.0	81.4	130.8	184.3
Other revenues	0	100.7	3.0	5.6
Total revenues	695.2	1,088.0	1,711.9	1,895.6
Personnel expenses	495.4	691.0	1,040.4	1,066.2
All other expenses	214.0	419.0	695.7	337.9
Total expenses	709.4	1,110.0	1,736.1	1,404.0
All independent choruses reporting:	(N=36)	(N=39)	(N=48)	(N=57)
Earned income	1,113.5	1,885.5	3,329.6	3,945.3
Private support	778.3	1,778.3	3,563.1	3,739.8
Government support	155.0	317.7	1,246.8	1,092.1
Other revenues	52.5	335.6	150.0	140.8
Total revenues	2,083.3	4,315.9	8,150.2	8,961.2
Personnel expenses	1,424.0	2,670.9	4,604.3	5,151.5
All other expenses	715.3	1,667.5	3,230.3	3,195.3
Total expenses	2,139.3	4,339.3	7,834.6	8,346.7

*Includes Los Angeles Master Chorale, Paul Hill Chorale, Philadelphia Singers, Cantata Academy, and Denver Chamber Chorale.

Source: Chorus America (formerly the Association of Professional Vocal Ensembles), Philadelphia, PA, Third National Choral Survey - 1980 Fiscal Year, table A, and Fourth National Choral Survey, 1985, Facts and Figures, table A, p. 1, and Fifth National Choral Survey, 1987, tables A and B; (1989) Data provided by Kathleen Maola, Chorus America, Association of Professional Vocal Ensembles, Philadelphia, PA, 1991.

Methodological note: The figures for all independent choruses include only those groups reporting both income and expenses. The source data include expense figures for eight additional groups for the years 1980, 1985, and 1987. These are primarily symphony and opera choruses whose incomes are derived from their parent organizations and cannot be reported separately. The source data for 1989 do not include expense figures for eight additional groups. The group of five independent choruses reporting for the years 1980, 1985, and 1987 includes one organization whose income and expenses represent almost half of the amounts reflected in the combined figures reported above.

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Table 4-51.
International Trumpet Guild membership: 1977-1991

Years	Total membership		
	In U.S.A.	Outside U.S.A.	Grand total
1977	1,158	147	1,305
1978	1,244	172	1,416
1979	1,519	281	1,800
1980	1,871	348	2,219
1981	2,107	354	2,461
1982	2,330	371	2,701
1983	2,269	295	2,564
1984	2,535	301	2,836
1985	2,681	310	2,991
1986	3,078	357	3,435
1987	3,273	421	3,694
1988	3,700	401	4,101
1989	3,602	451	4,053
1990	3,850	364	4,214
1991	3,950	508	4,458

Source: Prepared from data provided by Dr. Stephen Jones, Secretary, International Trumpet Guild, School of Music, Western Michigan University, Kalamazoo, MI; 1977 data compiled by David Baldwin; 1978-79 data compiled by Donald Bullock; 1981-83 data compiled by Stephen L. Glover (appeared in I.T.G. Journal/May 1983); and 1983-91 data compiled by Bryan Goff.

Table 4-52.
American String Teachers Association membership data, by type and by instrument played, selected years: 1983-1991

	1983	1984	1985	1986	1987	1988	1989	1991
Type of membership								
Active	3,175	3,322	3,568	3,659	3,820	3,915	3,961	4,804
Student	542	518	600	721	712	731	778	1,104
School and library	411	413	437	451	451	458	469	475
Contributor	17	25	24	20	18	15	15	16
Senior	410	431	474	613	690	782	809	965
Life	234	236	244	245	259	258	264	269
Friend	148	164	257	180	143	180	211	125
Dual	35	48	54	67	85	77	80	240
Total	4,972	5,157	5,658	5,956	6,178	6,416	6,607	7,998
Instrument(s) played								
Violin	3,083	3,187	3,338	3,484	3,646	3,776	3,853	3,712
Viola	1,901	1,978	2,002	2,074	2,199	2,339	2,410	1,290
Cello	1,164	1,213	1,228	1,304	1,439	1,526	1,558	1,465
Bass	546	574	570	609	651	695	720	529
Guitar	307	276	284	322	321	361	356	218
Harp	3	50	241	201	209	277	331	470
Other	83	124	93	121	222	395	515	280
Total*	7,087	7,402	7,756	8,115	8,687	9,369	9,743	7,964

Note: 1987 figures reflect membership for the month of June; all other years were taken from the month of October. Data for the year 1990 were not provided.

*The total is larger than membership because many members play multiple instruments.

Source: Data provided by Madeline Crouch, General Manager, American String Teachers Association, Dallas, TX, November 1991.

Explanatory note: American String Teachers Association (ASTA) is a nonprofit education corporation which serves string and orchestra teachers, players and students, as well as guitarists and harpists. ASTA is an international organization with chartered affiliated State units.

Table 4-53.
Membership and selected characteristics of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America (SPEBSQSA): 1985-1991

Characteristics	1985	1986	1987	1988	1991
Number of members	37,849	37,376	37,178	36,053	36,500
Number of chapters	822	829	821	817	838
Number of quartets	NA	NA	1,700	1,593	1,850
Number of competing quartet men	1,947	2,026	1,727	NA	3,600

NA - Not available.

Note: Figures are taken from the semi-annual update of the Achievement Award Research. Data for the years 1989 and 1990 were not provided.

Source: (1985-1991) Data provided by Diane Witshbeber, Administrative Assistant, Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc., Achievement Award Research, Kenosha, WI, September 4, 1987; (1988) Data provided by Frank Santarelli, Director, Finance and Administration, Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc., Kenosha, WI, October 1989; (1991) Data provided by Joe Liles, Executive Director, Kenosha, WI, November 1991.

See Table 4-72 for 1982-1988 data

Table 4-54.
Percentage distribution of sources of operating income for various disciplines, selected years: 1985-1991

	Theatres (53 theatres)		Symphony orchestras (173 orchestras)		Opera companies (54 companies)		Dance companies (a) (23 companies)	Dance companies (a) (46 companies)
Source of income	1986	1990	1988-89	1990-91	1986-87	1988-89	1985	1990
Earned	62	61	59 (b)	59 (b)	52	51	61	56
Government	9	8	9	9	7	8	8	8
Private	29	31	33	33	42	41	30	37

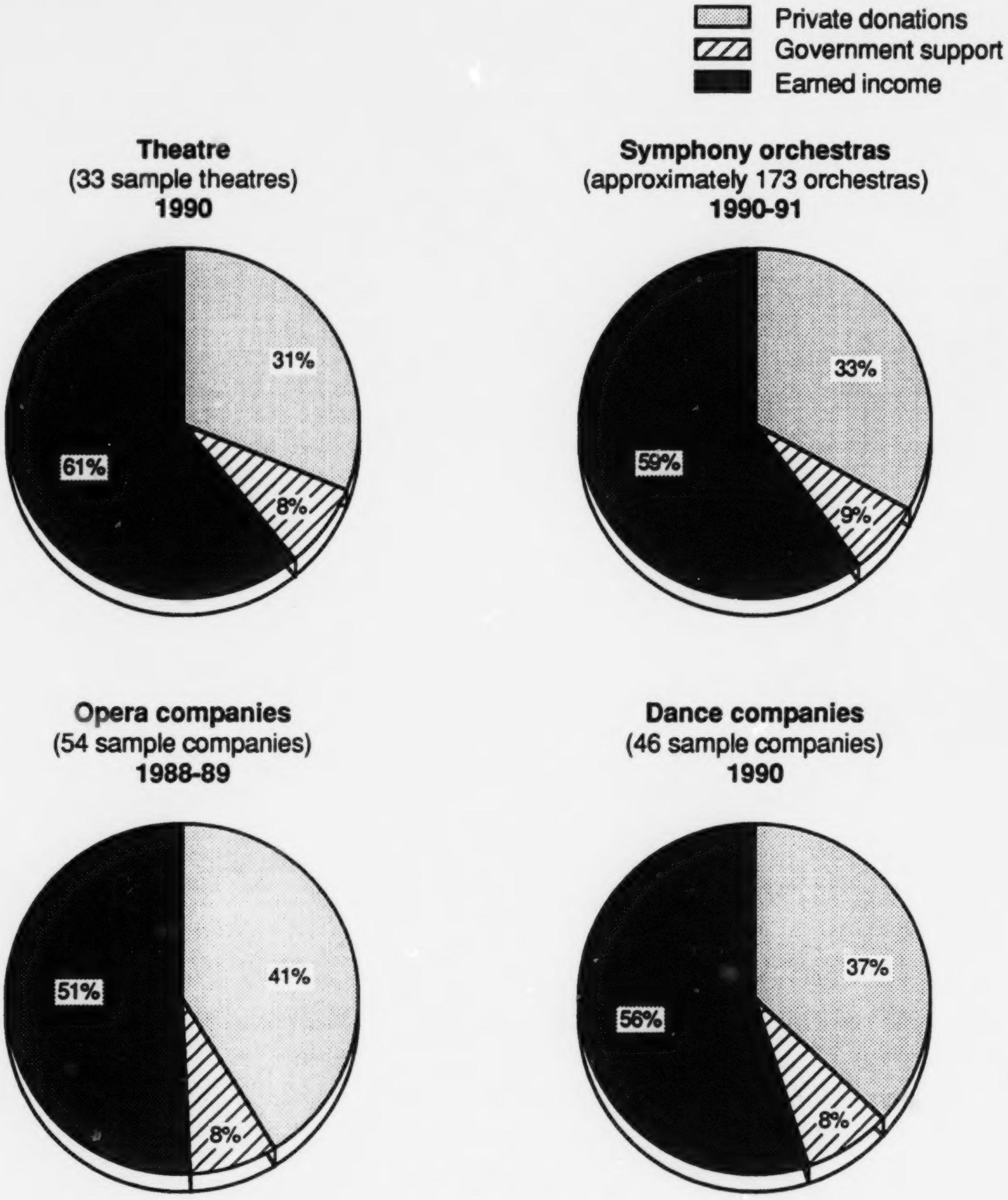
(a) The 1990 data includes a larger number of modern dance companies than the 1985 group. Data are not available for a constant group for the time period.

(b) Includes endowment and investment revenues.

Source: Theatre – (1986-1990) Barbara Janowitz, "Theatre Facts 1990", American Theatre, April 1991, p. 33.; **Symphony** – (1988-89 and 1990-91) Data provided by American Symphony Orchestra League, Heather Dinwiddie, Information Network Manger, January 1992; **Opera** – (1986-87 and 1988-89) Opera America, Profile 1990, Washington, D.C., p. 22; **Dance** – (1985) Update, Dance/USA Annual Report 1986, Washington, D.C., December 1986/January 1987, p. 9; (1990) Data provided by Victoria J. O'Reilly, Information services consultant, Dance/USA, Washington, D.C., December 1991.

See Chart 4-20 for 1985-88 data.

Chart 4-16.
Percentage distributions of sources of operating income for various disciplines, selected years: 1988-1991



NOTE: Percents may not total 100 due to rounding.

Source: Theatre Communications Group, Inc. (TCG); American Symphony Orchestra League (ASOL); OPERA America; Dance USA; See table 4-54 for full citation.

See Table 4-66 for 1982 data

Table 4-55.
Census of Service Industries data on numbers and revenues of nonprofit (tax exempt) and for-profit (taxable) performing arts organizations by State: 1987 (continued on next page)

(in thousands of dollars)

State	Total nonprofit		Total for-profit		Total		Percent nonprofit	
	Number of organizations	Revenues	Number of organizations	Receipts	Number of organizations	Revenues/ receipts	Organizations	Revenues/ receipts
Total United States...	2,038	1,780,521	7,233	4,904,224	9,271	6,684,745	22	27
Alabama...............	17	9,266	33	15,315	50	24,581	34	38
Alaska................	14	5,100	7	3,225	21	8,325	67	61
Arizona...............	24	31,912	53	17,574	77	49,486	31	65
Arkansas..............	12	*	17	2,466	29	*	41	*
California............	253	239,909	2,439	1,927,323	2,692	2,167,232	9	11
Colorado..............	34	*	64	20,144	98	*	35	*
Connecticut...........	40	26,703	89	34,051	129	60,754	31	44
Delaware..............	7	*	12	2,770	19	*	37	*
District of Columbia..	20	38,044	32	*	52	*	38	*
Florida...............	77	57,776	232	108,916	309	166,692	25	35
Georgia...............	41	27,844	66	22,095	107	49,939	38	56
Hawaii................	10	*	53	21,468	63	*	16	*
Idaho.................	7	*	3	456	10	*	70	*
Illinois..............	81	65,425	258	143,575	339	209,000	24	31
Indiana...............	42	27,820	58	35,413	100	63,233	42	44
Iowa..................	21	8,577	28	1,982	49	10,559	43	81
Kansas................	11	1,849	28	4,632	39	6,481	28	29
Kentucky..............	23	16,432	32	7,222	55	23,654	42	70
Louisiana.............	22	6,313	45	22,496	67	28,809	33	22
Maine.................	19	4,502	19	2,602	38	7,104	50	63
Maryland..............	22	35,068	81	27,259	103	62,327	21	56
Massachusetts.........	70	69,990	107	51,458	177	121,448	40	58
Michigan..............	57	41,013	123	81,608	180	122,621	32	33
Minnesota.............	53	47,469	95	50,762	148	98,231	36	48
Mississippi...........	9	*	7	*	16	*	56	*
Missouri..............	43	44,052	121	51,828	164	95,880	26	46
Montana...............	13	*	15	1,396	28	*	46	*
Nebraska..............	13	6,356	36	5,849	49	12,205	27	52
Nevada................	7	1,356	112	55,006	119	56,362	6	2
New Hampshire.........	16	3,027	22	3,403	38	6,430	42	47
New Jersey............	47	29,059	233	140,946	280	170,005	17	17
New Mexico............	18	11,642	18	3,088	36	14,730	50	79
New York..............	265	401,060	1,473	1,422,113	1,738	1,823,173	15	22
North Carolina........	48	20,028	61	13,425	109	33,453	44	60
North Dakota..........	7	*	2	*	9	*	78	*

*Data withheld to avoid disclosure for individual arts organizations. The data are included in the column total for the Total U.S.

Table 4-55.
Census of Service Industries data on numbers and revenues of nonprofit (tax exempt) and for-profit (taxable) performing arts organizations by State: 1987 (continued from previous page)

State	Total nonprofit		Total for-profit		Total		Percent nonprofit	
	Number of organizations	Revenues	Number of organizations	Receipts	Number of organizations	Revenues/ receipts	Organizations	Revenues/ receipts
	(dollars are in thousands)							
Ohio	70	91,867	114	50,743	184	142,610	38	64
Oklahoma	24	*	27	9,635	51	*	47	*
Oregon	31	22,833	50	11,657	81	34,490	38	66
Pennsylvania	92	73,822	174	101,816	266	175,638	35	42
Rhode Island	12	5,917	24	9,324	36	15,241	33	39
South Carolina	22	7,043	18	3,487	40	10,530	55	67
South Dakota	7	*	8	1,295	15	*	47	*
Tennessee	29	25,369	231	149,215	260	174,584	11	15
Texas	94	81,623	227	101,826	321	183,449	29	45
Utah	9	12,150	14	6,950	23	19,100	39	64
Vermont	12	3,448	13	1,009	25	4,457	48	77
Virginia	49	30,952	69	20,710	118	51,662	42	60
Washington	60	32,700	75	46,063	135	78,763	44	42
West Virginia	9	2,378	3	466	12	2,844	75	84
Wisconsin	53	22,473	107	24,486	160	46,959	33	48
Wyoming	2	*	5	3,092	7	*	29	*

Note: The universe of organizations that receive questionnaires in the 5-year economic census is obtained through the use of two sources. One source is filers of FICA reports; the other is filers of income tax forms (both for-profit and not-for-profit organizations). Performing arts organizations that do not submit either an FICA report or an IRS income tax report are not likely to receive a census questionnaire. Furthermore, many performing arts organizations operate as subsidiaries of larger organizations that may not be primarily in the performing arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be performing arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1982 and 1987. This note is taken from the source cited below.

*Data withheld to avoid disclosure for individual arts organizations. The data are included in the column total for the Total U.S.

Source: National Endowment for the Arts, Research Division, special tabulations prepared by the Census of Service Industries for the National Endowment for the Arts, table 5, "Basic Statistics for Performing Arts for the United States, Regions, and States: 1987," Wahington, D.C., October 1991.

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Table 4-56.
Census of Service Industries data on numbers and revenues of nonprofit and for-profit performing arts organizations by discipline: 1977, 1982, and 1987

	1977		1982		1987	
Discipline	Tax-exempt	Taxable	Tax-exempt	Taxable	Tax-exempt	Taxable
Totals	1,228 *	6,721 $1,768,204,000	1,610 $1,098,099,000	6,712 $3,301,101,000	2,038 $1,780,521,000	7,233 $4,904,224,000
Producers of live theatrical productions	508 $154,972,000	750 $304,100,000	715 $370,059,000	873 $750,487,000	916 $552,775,000	824 $809,222,000
Dance groups	98 $50,793,000	425 $20,660,000	159 $89,152,000	142 $27,125,000	188 $137,297,000	97 $32,981,000
Classical music organizations	331 $232,124,000	87 $10,302,000.	423 $477,209,000	61 $17,911,000	552 $796,464,000	54 $26,474,000
All other live performing arts organizations	291 *	5,459 $1,433,142,000	313 $161,679,000	5,636 $2,505,578,000	382 $293,985,000	6,258 $4,035,547,000

Note: The universe of organizations that receive questionnaires in the five-year economic census is obtained through the use of two sources. One source is filers of FICA reports; the other is filers of income tax forms (both for-profit and not-for-profit organizations). Performing arts organizations that do not submit either an FICA report or an IRS income tax report are not likely to receive a census questionnaire. Furthermore, many performing arts organizations operate as subsidiaries of larger organizations that may not be primarily in the performing arts, such as a museum or a university. In such cases, the larger organization is the one that receives the census questionnaire, and its responses will be classified in terms of its primary activity which may not be performing arts. For such reasons, the counts of numbers of organizations and their receipts/revenues presented in this table are likely to understate the levels of activity that occurred in 1977, 1982, and 1987. Note taken from the source cited below.

*Receipts/revenues not available.

Source: (1977 and 1982) National Endowment for the Arts, Research Division, "8,322 Performing Arts Organizations (Excluding Motion Pictures) Report 1982 Receipt/Revenues of $4,399,200,000," Washington, D.C., Note 21, February 1987. Census of Service Industries, special tabulations prepared for National Endowment for the Arts; (1987) National Endowment for the Arts, Research Division, special tabulations prepared by the Census of Service Industries for National Endowment for the Arts, table 5, "Basic Statistics for Performing Arts for the United States, Regions, and States: 1987," Washington, DC, October 1991.

Table 4-57.

Census of Service Industries data on percent change in revenues of average nonprofit theatre, dance, and classical music performing arts organizations by source of revenue: 1982-1987

Type of revenue	Percent change in revenue: 1982-1987		
	Average nonprofit theatre producer	Average nonprofit dance group	Average nonprofit classical music organization
Total receipts/revenues	10.3	23.3	21.2
Admission receipts	-26.2	-12.0	16.5
Contract fees for entertainment	3.8	-29.7	29.7
Sale of merchandise	80.9	321.5	65.4
Services to performing arts industry	84.2	-24.8	-40.3
Other patron, contract fees	-29.5	64.0	187.2
Royalties, residual fees, subsidiary rights	136.7	*	-12.2
Government contributions/grants			
National Endowment for the Arts	-6.7	45.2	-23.1
All other government sources	49.9	54.2	14.7
Private contributions/grants			
Individuals	92.3	-1.2	45.1
Foundations	72.4	25.0	-0.5
Business/industry	77.8	60.2	42.1
All other nongovernment sources	-5.3	17.7	-0.5
Other revenues	27.4	*	-10.0

Note: See table 4-56 for description of the Census of Service Industries methodology. The table shows 'change' of each receipts/revenues (inflation adjusted) line item from 1977 to 1982 for the average ('typical') nonprofit organization.

*Data have been withheld to avoid disclosure for an individual dance group. The data are included in the calculation for the total receipts/revenues.

Source: National Endowment for the Arts, Research Division, special tabulations prepared by the Census of Service Industries, table 4, "Selected Statistics for Tax-Exempt Performing Arts Establishments by Self-Designated Kind of Business for the United States: 1987," Washington, DC, October 1991.

Observational note: When averages are calculated to find the "typical" organization in each of the three groups, some fairly substantial changes show up from 1982 to 1987. The method used was to calculate the average for each receipt/revenues line of the three performing arts categories by dividing the total for each income line by the number of organizations. This was done for both 1982 and 1987. In a next step, the 1982 average data were adjusted for inflation (1987=113.6). The inflation adjusted 1982 data were then compared to 1987. The results of these calculations are presented in the following table summarizing 1982-1987 percentage changes in the average organization's components of receipts/revenues. It shows that the average nonprofit producer of theatre increased total receipts/revenues by 10.3 percent. For the average nonprofit dance group, total receipts/revenues increased by 23.3 percent, and in the average classical music organization, total receipts/revenues increased by 21.2 percent.

Table 4-58.
Employment and unemployment of the performing arts disciplines: 1983-1991

Occupation	1983	1985	1987	1988	1989	1990	1991	Change 1983-91	Change 1990-91
Actors/Directors	71,000	91,000	98,000	112,000	107,000	108,000	100,000	+29,000	-8,000
Employed	60,000	77,000	88,000	100,000	96,000	97,000	87,000	+27,000	-10,000
Unemployed	11,000	14,000	10,000	12,000	11,000	11,000	13,000	+2,000	+2,000
Unemployment rate (percent)	15.7	15.4	9.8	10.6	10.4	10.6	13.2	-2.5	+2.6
Dancers	12,000	17,000	16,000	17,000	17,000	16,000	20,000	+8,000	+4,000
Employed	10,000	15,000	15,000	16,000	14,000	14,000	18,000	+8,000	+4,000
Unemployed	*	*	*	*	*	*	*	*	*
Unemployment rate (percent)	*	*	*	*	*	*	*	*	*
Musicians/Composers	170,000	163,000	177,000	158,000	174,000	167,000	162,000	-8,000	-5,000
Employed	155,000	152,000	169,000	151,000	170,000	162,000	156,000	+1,000	-6,000
Unemployed	15,000	11,000	8,000	7,000	4,000	5,000	6,000	-9,000	+1,000
Unemployment rate (percent)	8.6	6.5	4.7	4.6	2.4	3.2	4.0	-4.6	+0.8

Note: Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on an unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. It is therefore possible that the unemployment rates using the rounded levels for unemployed and labor force yield slightly different rates. See chapter 2 for a description of these data.

*Data base is too small for reliable estimate.

Source: National Endowment for the Arts, Research Division, "Artist Labor Force, Employment and Unemployment, 1983-1991," Washington, D.C., February 1992. (Data are from U.S. Bureau of the Census and Bureau of Labor Statistics, Current Population Survey; Unpublished data.)

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Table 4-59.
Young Audiences, Inc., summaries of support and revenues, costs, and expenses: 1989-1990

	Dollars	Percent
Support and revenues		
School fees	4,463,710	43.2
Corporations and foundations	2,173,135	21.1
Public sector: Federal, state, and municipal governments	1,086,285	10.6
Annual benefit and special events, net of costs	758,924	7.4
Individuals and board members	685,839	6.7
Investment income	619,463	6.0
Donated services and materials	356,102	3.5
Music performance trust funds	150,000	1.5
Total	10,293,458	
Costs and expenses		
Chapter program services	6,822,093	65.9
Management and general	1,860,796	18.0
Fund raising and promotion	1,152,462	11.1
Donated services and materials	356,806	3.5
Music performance trust funds	150,000	1.5
Total	10,341,453	

Source: Young Audiences, Inc., 1990 Annual Report, New York, NY, 1990.

Chapter 5

Visual Arts

Architecture, Landscape Architecture, and Planning
Tables 5-1 to 5-25

Industrial and Graphic Design
Tables 5-26 to 5-30

Painting, Sculpture, and Photography
Tables 5-31 to 5-32b

Historic Preservation
Tables 5-33 to 5-34

This chapter summarizes information from a variety of sources on visual arts. The chapter is divided into four sections. The first section covers architecture, landscape architecture, and planning. The next section covers industrial design and graphic design. The third section presents information on painting, sculpture, and photography; and the fourth section presents data on historic preservation.

Major Sources of Information

By section, the major sources of information are as follows:

Architecture, Landscape Architecture, and Planning

- American Institute of Architects;
- The 1987 Census of Service Industries, U.S. Bureau of the Census;
- American Society of Landscape Architects;
- American Planning Association;
- Bureau of Labor Statistics.

Industrial and Graphic Design

- Industrial Designers Society of America;
- American Institute of Graphic Arts;
- The 1987 Census of Service Industries, U.S. Bureau of the Census.

Painting, Sculpture, and Photography

- Bureau of Labor Statistics;
- The 1987 Census of Service Industries, special tabulations for the National Endowment for the Arts.

Historic Preservation

- National Register of Historic Places;
- National Trust for Historic Preservation.

Comparison with 1989 Sourcebook

The 1989 Sourcebook included data from the 1982 Census of Service Industries study. These tables have been updated with the 1987 Census data. See tables 5-3, 5-16, 5-17, 5-32a, and 5-32b for 1987 data.

A new source of data was provided by the American Institute of Graphic Arts (AIGA). In April 1990, AIGA conducted a salary and benefits survey of its members and other design professionals. Summary data from this study are included in tables 5-29 and 5-30.

The American Institute of Architects (AIA) provided new statistics on architectural firms.

According to the AIA, the new data included in the 1992 Addendum are broadly representative of the profession and represent responses to the most frequently asked questions about architects and architecture (tables 5-4 through 5-9).

Sources Not Updated

The following sources were not updated:

- The 1989 Sourcebook included information on the distribution of architects, designers, painters, sculptors, craft artists and artist printmakers, and photographers in 1970 and 1980. This information was taken from the 1970 and 1980 decennial report and is included in National Endowment for the Arts Research Division Report Number 19. Since 1990 data are not yet available, these tables could not be updated. See tables 5-2 and 5-27, 5-42 and 5-43 of the 1989 Sourcebook.

- The American Institute of Architects (AIA) membership by race/ethnicity and sex. See table 5-6 of the 1989 Sourcebook for this data.

- A comparison of Census and AIA data on the distribution of architectural professionals by gender conducted by AIA in 1989 as part of their *1989 Membership Statistics*. Because of the unavailability of the 1990 Census data, AIA was unable to provide these comparisons. See table 5-7 of the 1989 Sourcebook.

- Historical trends and recent forecast data on compensation of engineering, architectural, and surveying services from 1972 to 1989. This data, taken from *U.S. Industrial Outlook, 1989*, can be found in table 5-8 of the 1989 Sourcebook.

- AIA study of the status of women in architecture conducted in 1974 and again in 1983. In the 1989 Sourcebook, tables 5-11 and 5-13 present summary data on the two studies.

- Data from the Industrial Designers Society of America (IDSA), *1987 Corporate Design Study*. Data from this study provided information on the work setting and task involvement of industrial designers. See tables 5-31 to 5-33 from the 1989 Sourcebook.

- American Institute of Graphic Arts (AIGA), *Survey of Graphic Design Professionals*. This study was not repeated. See tables 5-36 to 5-40 from the 1989 Sourcebook for summary statistics from the study.

- Data from the College Art Association (CAA) on the number of applicants and positions for studio and art history jobs at the college level from 1980-1986. See tables 5-46 and 5-47 from the 1989 Sourcebook for details.

- A study of *Craft Artist Membership Organizations 1978* and a study of *Crafts-Artists in the United States*, sponsored by the National Endowment for the Arts and both conducted by Mathematica Policy Research. See tables 5-48 to 5-53 from the 1989 Sourcebook for details.

Highlights of Information in Chapter 5

Architecture, Landscape Architecture, and Planning

American Institute of Architects (AIA) Information

- The American Institute of Architects (AIA) estimates that their total membership in 1990 was 56,802 (table 5-1).

- California had the largest number of AIA membership architects with 8,841. New York was second with 4,209 members (table 5-1).

- Among the international countries listing AIA membership, Canada had the largest number of members, 47, followed by England with 35 and Hong Kong with 25 (table 5-1).

- The total architectural labor force in 1991 was estimated by the Current Population Survey (CPS) to be 134,000 (table 5-2).

- Five percent (7,000) of total number of architects were unemployed in 1991, up from 3.7 percent in 1990 and 2.4 percent in 1989 (table 5-2).

- In 1991, 24,000 more architects were employed than in 1983 (table 5-2).

- According to the 1987 Census of Service Industries data on architectural firms, there were a total of 17,777 establishments with a payroll of 136,809 employees and 40,583 licensed or registered architects (table 5-3).

- By regional distribution, the Pacific Southwest had the largest concentration of architectural firms, 25, in 1989 and 1990 (table 5-4).

- The South Atlantic had 17 architectural firms in 1989 and 1990 and the East South Central had the smallest number of firms, 4 in 1989 and 3 in 1990 (table 5-4).

- Average compensation grew at a moderate pace from 1989 to 1990 (table 5-9 in the 1989 Sourcebook and table 5-8 in the 1992 Addendum).

- The median salary for principal/partners in 1990 was $57,700, compared to $45,000 for associates (table 5-8).

- Among the architectural positions, drafters consistently received the lowest compensation of any technical staff, a median income of $20,000 in 1989 and $22,300 in 1990 (table 5-9 in the 1989 Sourcebook and table 5-8 in the 1992 Addendum).

American Society of Landscape Architects (ASLA) Information

- Since 1953, when registration of the "landscape architect" title began, ASLA's membership has risen from under 1,000 to 10,238 in 1991 (table 5-10).

- The South Atlantic and Pacific regions have the largest number of ASLA members, 21 percent, in each region (table 5-11).

- The East South Central and West North Central regions had the fewest members of ASLA within the U.S., 3 percent in each (table 5-11).

- According to ASLA's *National Salary Survey Reports*, the greatest gains reported were made by academic practitioners, up from $27,869 in 1981 to $42,000 median salary in 1991 (table 5-12).

- In 1991 the median income for male landscape architects was $41,475 compared to $30,188 for females (table 5-13).

- For landscape architects with doctoral degrees the median income in 1991 was about $61,000 (table 5-13).

- Landscape architects with bachelor's and master's degrees earned less than those with associate degrees (table 5-13). In 1991, landscape architects with associate degrees earned $42,368, compared to those with bachelor's degrees who earned $36,750, and those with master's degrees, who earned $40,425 (table 5-13).

- In 1971 there were 22 accredited landscape architecture degree programs at the bachelor's and master's levels; 20 years later, 1991, the number of programs has increased to 64 (table 5-14).

- The most dramatic increase in the number of accredited programs occurred at the master's level between 1984 and 1987, a jump of about 67 percent (table 5-14).

- Figures from ASLA's *1989 Annual Report Statistics* show that there were 6,129 students enrolled in accredited programs in 1990-91. Of that number, one third were females (table 5-15).

1987 Census of Service Industry Data on Sources of Fees

- Results from the 1987 Census of Service Industries on architects indicates that the largest source of fees for architectural firms came from commercial buildings (43 percent) followed by public and institutional facilities (29 percent; table 5-16).

- Single family dwellings represented only about 7.5 percent of architectural fees (table 5-16).

Digest of Education Statistics Data

- The total number of degrees awarded in architecture and environmental design increased considerably over the 39-year period from 1948-50 to 1988-89 (table 5-18).

- The number of bachelor's degrees awarded rose from 2,563 in 1949-50 to 9,191 in 1988-89 (table 5-18).

- In 1988-89, 5,580 of the total 9,191 bachelor's degrees awarded in architecture and environmental design were awarded to men. However, the number of women awarded bachelor's degrees grew from 57 in 1960 to 3,611 in 1988-89 (table 5-18).

- In 1949, 7 master's degrees and no doctorates were awarded to women, but by 1988-89, over 1,000 master's degrees and 23 doctorates were awarded to women (table 5-18).

American Planning Association (APA) Information

- Table 5-19 provides data by State on the membership of the American Planning Association (APA) and American Institute of Certified Planners (AICP). Of the 26,613 members of APA, 7,023 currently belong to AICP (table 5-19).

- The South Atlantic and Pacific regions have maintained the largest percentage of planners, with 20 percent each in 1981 and 22.2 and 21.1 percent, respectively, in 1989 (table 5-20).

- Small but consistent gains in the percentage of planners working in jurisdictions with populations of less than 50,000 occurred between 1981-1987, with a slight decline in 1989 (from 34.5 percent in 1987 to 33.5 percent in 1989; table 5-21).

- Most planners describe themselves as urban, 36.9 percent in 1989, compared with suburban, 25.9 percent, and rural, 12.7 percent. The mixed category has grown from 4 percent in 1983 to 25 percent in 1989 (table 5-21).

- African Americans represented 1.9 percent of planners responding to the APA's membership survey in 1983, 1985, and 1987, but in 1989 that number increased to 2.5 percent (table 5-22).

- White women were 18 percent of the total respondents to the APA membership survey in 1983 and 23 percent in 1989 (table 5-22).

- African American women were 0.6 percent in 1983 and 1 percent in 1989 (table 5-22).

- American Indian planners responding to the APA membership surveys between 1983 and 1989 were less than 1 percent for every year (table 5-22).

- With few exceptions, planners with master's degrees earned more, on average, than those with bachelor's degrees in 1988-89 (table 5-24).

- The median salary for planners with under 5 years' working experience for private industry was $30,000. For planners with 5 to 10 years' experience, the median salary was $39,000, and for those with over 10 years' the median was $46,000 (table 5-24).

- For planners with under 5 years' experience within the United States, California had the highest reported median salaries earned in 1989 for males ($34,000), and Alaska had the highest reported for females ($34,000; table 5-25).

- For male planners with 10 years' experience, the District of Columbia, Hawaii and Canada all reported salaries of $60,000 or slightly higher (table 5-25).

- Planners with over 10 years' experience in Montana and Mississippi reported receiving the lowest median salaries ($30,000 for males in Montana and $21,660 for females in Mississippi; table 5-25).

Industrial and Graphic Design

- The Current Population Survey data on the employment and unemployment of designers between 1983 and 1991 show a steady growth of designers, from 415,000 in 1983 to 557,000 in 1991 (table 5-26).

- Unemployment rates between 1983 and 1991 ranged from a low of 2.5 percent in 1989 to a high of 5.4 percent in 1991 (table 5-26).

Industrial Designers Society of America (IDSA)

- In constant dollars the cash compensation for industrial designers responding to the IDSA membership study increased for all listed positions from 1987 to 1990 (calculated from table 5-27).

- The largest increase in cash compensation from 1987 to 1990 occurred at the position of director/manager (65 percent; calculated from table 5-27).

- The category of principal/owner/president experienced the smallest percentage increase

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from 1987 to 1990 (18.5 percent). Entry level staff had a 33 percent increase in the same period (calculated from table 5-27).

American Institute of Graphic Artists (AIGA) Information

- American Institute of Graphic Artists (AIGA) total membership for the first year reported, 1954, was 1324. In 1991 the corresponding figure was 7,000 (table 5-28).

- The AIGA's salary survey show that as the number of years' experience increased, the average salary of males and females were significantly different (table 5-29).

- In 1990, the average salary of a female graphic designer with over 20 years' experience was $50,300. For men with similar experience the average was $80,900 (table 5-29).

- For graphic designers with 1 to 5 years' experience in 1990, the average female's salary was $25,700 and the average male's salary was $29,700 (table 5-29).

- In 1990, the median salary for female, principal/partner graphic designers was $40,000 compared to $60,000 for males (table 5-30).

- The median salary for female creative directors was $40,000 in 1990 and $55,000 for males in the same position (table 5-30).

- Difference in compensation declined as the position's stature declined. For example, the median salary of a junior designer female in 1990 was $21,000 compared to $23,000 for males (table 5-30).

Painting, Sculpture, and Photography

- According to the Current Population Survey (CPS), there were 217,000 painters/sculptors/craft artists and artist printmakers in 1991. Of those, 208,000 were employed and 9,000 were unemployed. The rate of unemployment was 4.0 percent for 1991 (table 5-31).

- The CPS reported a total of 143,000 photographers in 1991, of which 136,000 were employed and 7,000 unemployed (table 5-31).

- The unemployment rate for painters, sculptors, craft artists, and artists printmakers increased from 3 percent to 4 percent between 1990 to 1991 (table 5-31).

- From 1990 to 1991, the unemployment rate for photographers rose from 3.1 percent to 4.8 percent (table 5-31).

1987 Census of Service Industry Data

- In 1987, commercial photography establishments had receipts of about $1,185 million compared to $778 million for 1982 (table 5-32a 1992 Addendum and table 5-45 1989 Sourcebook).

- Receipts for commercial art establishments were $823 million and $596 million in 1982 (table 5-32a in the 1992 Addendum and table 5-45 in 1989 Sourcebook).

- 1987 was the first year the category of photofinishing was reported. A total of 4,342 photofinishing laboratories (except 1-hour minilabs) with total receipts of $3,456 million were reported; and there were 2,501 1-hour establishments with total receipts of $547 million (table 5-32b).

Historic Preservation

- Since 1967, about 56,294 properties have been entered in the National Register of Historic Places (table 5-33).

- The yearly number of historic entries registered peaked in 1983, with 5,148 new listings (table 5-33).

- In 1990, the number of entries, 2,285, was down from 3,156 in 1989 (table 5-33).

See Table 5-1 for revised 1988 and 1989 data

Table 5-1.
Membership in the American Institute of Architects (AIA) by geographic location: 1990

Location	Membership
Alaska	124
Alabama	653
Arkansas	326
Arizona	751
California	8,841
Colorado	864
Connecticut	1,265
District of Columbia	768
Delaware	130
Florida	2,537
Georgia	1,482
Guam	39
Hawaii	792
Iowa	466
Idaho	166
Illinois	2,585
Indiana	649
Kansas	574
Kentucky	397
Louisiana	678
Massachusetts	2,130
Maryland	1,419
Maine	153
Michigan	1,687
Minnesota	1,112
Missouri	1,097
Mississippi	208
Montana	142
North Carolina	1,421
North Dakota	98
Nebraska	270
New Hampshire	200
New Jersey	1,767
New Mexico	346
Nevada	201
New York	4,209
Ohio	1,740
Oklahoma	462
Oregon	808
Pennsylvania	2,068
Puerto Rico	135
Rhode Island	219
South Carolina	717
South Dakota	81
Tennessee	789
Texas	3,817
Utah	279
Virginia	2,000
Virgin Islands	36
Vermont	136
Washington	1,634
Wisconsin	878
West Virginia	136
Wyoming	69
Australia	13
Austria	1
British W. Indies	3
Bermuda	3
Belize	1
Bahamas	1
Canada	47
Republic of China	4
Costa Rica	1
Cyprus	2
Ecuador	1
Egypt	1
England	35
France	12
Finland	2
Germany	8
Greece	3
Hong Kong	25
Indonesia	3
Iran	1
Ireland	5
Israel	1
Italy	5
Jamaica	1
Japan	14
Kenya	2
S. Korea	3
Kuwait	2
Malaysia	1
Mexico	4
Netherlands	1
Neth. Antilles	1
New Zealand	1
Pakistan	1
Philippines	4
American Samoa	2
Saudi Arabia	11
Singapore	2
Spain	1
Switzerland	15
South Africa	2
Thailand	2
Turkey	2
West Indies	1
Total membership................................	56,802

Source: Data provided by James P. Cramer, Hon. AIA, Executive Vice President/CEO, The American Institute of Architects, Washington, DC, November 1991.

Table 5-2.
Architectural labor force, employment, and unemployment, selected years: 1983-1991

Occupation	1983	1985	1987	1989	1990	1991	Change level 1983-1991	Change level 1990-1991
Architects	108,000	133,000	136,000	161,000	147,000	134,000	+26,060	-13,000
Employed	103,000	130,000	135,000	157,000	142,000	127,000	+24,000	-15,000
Unemployed	5,000	3,000	1,000	4,000	5,000	7,000	-2,000	+2,000
Unemployed rate (percent)	4.3	2.2	1.0	2.4	3.7	5.0	-0.7	+1.3

Note: All unemployment rates shown in the table were calculated by the Bureau of Labor Statistics using unrounded data. Therefore, calculating unemployment rates using the rounded level for the unemployed and labor force shown above may yield slightly different rates. Because these labor force statistics are based on a sample survey, they are subject to sampling errors. Relatively small changes in employment and unemployment in the smaller artists occupations are often not statistically significant.

Source: National Endowment for the Arts, "Artist Labor Force, Employment and Unemployment 1983-1991," Research Division, Washington, D.C. (Data are from U.S. Department of Labor, Bureau of Labor Statistics, Current Population Survey, Unpublished data.)

Table 5-3.
Census of Service Industry on establishments and personnel by occupation for architectural, engineering, and surveying services: 1987

Census category	Architectural services	Engineering services	Surveying services
Establishments	17,777	36,086	8,436
Total receipts (in thousands of dollars)	9,854,777	41,614,602	2,093,799
Annual payroll	3,952,558	18,215,735	1,006,289
Paid employees for pay period including March 12	136,809	558,384	51,790
Paid personnel by occupation			
Licensed or registered architects	40,583	NA	158
Licensed or registered engineers	4,401	NA	2,067
Licensed or registered surveyors	252	NA	6,720
Certified engineering technicians	1,017	NA	1,423
Other technically trained personnel	48,103	NA	16,986
All other personnel	42,453	NA	24,436
Sole proprietors and partners	8,950	NA	4,476

NA - Not available. Withheld because estimates did not meet publications standards on the basis of either response rate, associated standard error, or a consistency review.

Note: Includes only establishments with payroll. See table 1-7 for general methodological note on the Census of Service Industries.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Washington, D.C., 1987, table 55.

Se Table 5-5 for related data

Table 5-4.
Regional distribution of architectural firms: 1989 and 1990

Region	1989	1990
New England	8	8
Middle Atlantic	15	16
East North Central	10	11
West North Central	5	5
South Atlantic	17	17
East South Central	4	3
West South Central	11	10
Pacific Northwest	5	5
Pacific Southwest	25	25

Source: Data provided by James P. Cramer, Hon. AIA, Executive Vice President/CEO, The American Institute of Architects, Washington, DC, November 1991. (Copyright)

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Table 5-5.
Architectural firms' average distribution of work by client type: 1990

Client	Percent of work
State and local government	18
Federal government	6
Industrial companies	9
Private institutions	14
Developers	13
Private individuals	12
Business and commercial companies	23
Architects	1
Engineers	1
Construction companies	2
Other	1

Source: Data provided by James P. Cramer, Hon. AIA, Executive Vice President/CEO, The American Institute of Architects, Washington, D.C., November 1991.

Table 5-6.
Sources of work by size of architectural firms: 1990

	Number of architects employed by firm					
Source of work	1	2-4	5-9	10-19	20+	All firms
	(percent distribution)					
Repeat work	39	39	43	45	47	44
Personal or professional contacts	19	16	13	13	9	12
Referral	22	19	13	10	7	11
Reputation	10	12	14	12	13	13
Request for qualifications, interviews, or proposal	4	8	11	16	16	13
Fee	3	4	3	2	4	3
Competitive design/build selection	*	1	1	1	1	1
Developer/architect competition	*	0	0	*	1	1
Design competition	*	0	0	*	1	1
Project initiation	2	1	2	*	1	1

Note: Totals may not sum to 100 because of rounding.

*Less than 1 percent.

Source: Data provided by James P. Cramer, Hon. AIA Executive Vice President/CEO, The American Institute of Architects, Washington, DC, November 1991. (Copyright)

Table 5-7.
Size of architectural firms by total staff: 1990

Size	1989	1990
	(percent)	
Sole practioner	22	30
20+ employees	7	5
10-19 employees	10	9
5-9 employees	25	20
2-4 employees	36	36

Source: Data provided by James P. Cramer, Hon. AIA, Executive Vice President/CEO, The American Institute of Architects, Washington, DC, November 1991. (Copyright)

See Table 5-9 for 1988 data

Table 5-8.
Average compensation by position for architectural firms: 1988 and 1990

Position*	1988 mean	1990 mean	1990 1st quartile	1990 median	1990 3rd quartile	Number of firms	Number of positions
				(in dollars)			
Principal/partner	62,100	67,100	40,000	57,700	80,000	2,481	4,282
Associate	42,000	47,600	38,000	45,000	55,000	686	1,655
Manager	39,900	43,400	37,400	42,000	50,000	412	1,234
Architect III	35,000	38,000	33,000	37,000	42,000	492	1,262
Architect II	31,100	33,800	30,000	33,800	37,000	427	1,180
Architect I	28,200	30,000	27,000	30,000	33,000	446	1,097
Intern	23,400	24,200	20,000	24,000	27,000	1,224	2,844
Mechanical engineer	NA	43,200	34,500	42,000	49,500	81	445
Electrical engineer	NA	43,500	36,000	41,600	50,400	67	261
Structural engineer	NA	42,300	35,000	41,800	50,000	86	349
Landscape architect	NA	33,400	28,100	33,000	36,800	62	120
Interior designer	NA	28,800	23,000	28,000	35,000	308	759
CAD operator	NA	25,900	20,000	25,000	30,000	408	936
Drafter	NA	23,100	18,000	22,300	27,000	682	1,868
Other technical staff	NA	29,000	21,500	30,000	35,900	218	696
Controller/bookkeeper	NA	27,000	20,000	25,000	30,000	554	749
Marketing staff	NA	30,700	24,000	30,000	36,000	219	384
Office manager	NA	25,400	20,000	24,000	30,000	623	680
Secretary	NA	18,500	15,000	18,000	21,500	1,010	1,795
Nontechnical staff	NA	18,300	14,000	17,600	22,000	208	780

NA - Not available.

*It is the policy of the American Institute of Architects that members and member-owned firms are to make independent decisions on all matters relating to compensation and fees. Therefore, the position descriptions that follow are provided to education architects, building owners, and the general public about compensation and benefits in architecture firms so that architects making independent determinations about their fee levels and clients negotiating with architects may do so on an informed basis. Principal/partner: Person with an equity position in the firm; Associate: Senior management-level architect who does not hold equity in the firm; typically responsible for major department(s) and/or functions; reports to a principal. Manager: Licensed architect, typically with more than 10 years' experience; has overall project-management responsibility for a variety of projects or project teams, including client contact, scheduling, and budgeting. Architect III: Typically with 8-10 years' experience; usually responsible for day-to-day management or a significant project or projects. Architect II: Typically with 6-8 years' experience; usually responsible for daily design and/or technical development of a project or projects. Architect I: Recently licensed, typically with 3-6 years' experience; responsible for parts of a project within parameters set by others. Intern-Architect: An unlicensed architecture-school graduate with less than 3 years' experience. Technical Staff: Mechanical engineer, electrical engineer, structural engineer, landscape student, interior designer, CAD operator, drafter and other technical staff. Nontechnical Staff: Controller/bookkeeper, marketing staff, office manager, secretary, and other nontechnical staff.

Source: Data provided by James P. Cramer, Hon. AIA Executive Vice President/CEO, the American Institute of Architects, Washington, DC, November 1991.

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New Inclusion

Table 5-9.
Architectural firms billings by size of firm and type of service provided: 1990

Services	Size of firm					
	1	2-4	5-9	10-19	20+	All firms
			(percent)			
Net billings generated by size						
Predesign	8	7	7	6	7	7
Site analysis	5	4	4	4	5	5
Architectural design	58	58	58	54	46	51
Engineering	3	5	5	8	19	12
Interior space planning	2	3	3	3	2	3
Interior architecture excluding FF&E	5	4	6	7	3	5
Interior architecture including FF&E	3	4	4	5	5	4
Design/build	4	4	3	3	1	2
Construction/management	4	3	4	3	3	3
Urban design planning	1	1	1	2	2	2
Landscape architecture	1	1	1	1	2	1
Graphic design	0	0	0	0	1	1
Postconstruction	2	2	1	1	1	1
Other services	5	4	2	2	2	3
Total	100	100	100	100	100	100
			(percent)			
Firms providing service						
Predesign	56	67	72	79	77	66
Site analysis	48	55	62	68	69	56
Architectural design	93	96	97	96	95	95
Engineering	26	33	31	35	42	31
Interior space planning	17	28	32	37	41	27
Interior architecture excluding FF&E	19	26	34	42	47	28
Interior architecture including FF&E	11	16	21	35	41	18
Design/build	10	13	16	16	13	13
Construction/management	22	21	22	24	21	22
Urban design planning	5	9	11	20	27	10
Landscape architecture	11	13	15	21	24	14
Graphic design	5	9	10	16	18	9
Postconstruction	13	20	25	29	31	20
Other services	14	13	12	11	17	13

Source: Data provided by James P. Cramer, Hon. AIA Executive Vice President/CEO, The American Institute of Architects, Washington, DC, November 1991. (Copyright)

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Table 5-10.
Total membership of the American Society of Landscape Architects, selected years: 1899-1991

Year	Number of members
1899	11
1904	38
1910	68
1917	93
1920	127
1930	252
1950	442
1960	1,647
1967	2,300
1981	5,900
1982	6,200
1983	6,600
1984	7,300
1985	8,000
1986	8,700
1987	9,300
1988	9,537
1989	10,206*
1990	10,443
1991	10,238

*Data revised since 1989 edition.

Source: Data provided by Renee Clark, the American Society of Landscape Architects, Washington, D.C., December 1991.

Table 5-11.
Regional distribution of membership of American Society of Landscape Architects (ASLA): 1991

Region	Percent of ASLA membership
New England	7
Middle Atlantic	9
East North Central	12
West North Central	3
South Atlantic	21
East South Central	3
West South Central	6
Mountain	5
Pacific	21
Canada	1
International	1

Note: These data reflect only those landscape architects who are members of ASLA. Regions represent Census Bureau Classification. See Appendix 3 for a listing of States included in each region.

Source: Data provided by Renee Clark, American Society of Landscape Architects, Membership Data, Washington, D.C., 1991.

Table 5-12.
Median income of landscape architects by practice setting: 1981, 1984, 1989, and 1991

Income source	Practice setting Private	Public	Academic
	(in dollars)		
Salary:			
1981	30,325	27,502	27,869
1984	31,377	32,669	34,247
1989	37,500	36,000	40,000
1991	39,375	37,800	42,000
Additional income:*			
1981	6,549	3,470	6,368
1984	6,237	4,809	7,516
1989	4,000	3,500	7,000
1991	4,200	3,675	7,350
Overall income:			
1981	32,110	28,752	32,067
1984	32,917	34,110	39,217
1989	41,500	39,500	47,000
1991	43,575	41,475	49,350

Note: The figures represent all survey respondents of both ASLA members and nonmembers except those who identified themselves as retired or part-time professional workers.

*This number reflects an average of those who reported additional income. The percent reporting additional income was not given in the source document.

Source: (1981-1989) American Society of Landscape Architects, National Salary Survey of Landscape Architects 1989, Washington, D.C., 1989; (1991) Preliminary data provided by Martha Montague.

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Table 5-13.
Median income of landscape architects by years of experience, gender, level of education, and type of practice: 1991

Characteristic	Gross income	Bonus	Additional income
Years of experience		(in dollars)	
3 or less	23,625	808	1,260
4 - 6	30,450	1,050	2,100
7 - 12	36,750	2,100	2,100
13 - 18	44,100	3,543	6,300
19 or more	55,125	7,350	5,250
Gender			
Male	41,475	2,100	3,150
Female	30,188	1,050	2,100
Education			
Associate	42,368	840	4,200
Bachelor's	36,750	1,785	2,100
Master's	40,425	2,100	3,675
Doctorate	61,173	2,625	7,350

Source: American Society of Landscape Architects, National Salary Survey of Landscape Architects, 1991, Washington, D.C., 1991, tables 4, 6, 7, and 9; Preliminary data provided by Martha Montague.

Table 5-14.
Accredited landscape architecture programs, selected years: 1971-1991

Year	BS	BSLA	BLA	MLA	Total*
1971	2	3	13	4	22
1973	5	4	15	4	28
1975	7	5	15	7	34
1977	6	6	17	7	36
1984	3	12	23	12	50
1987	2	12	25	20	59
1989	2	12	24	22	60
1990	2	12	24	22	61
1991	2	14	26	22	64

Note: The degrees awarded in Landscape Architecture represented in this table are Bachelor of Science (BS), Bachelor of Science in Landscape Architecture (BSLA), Bachelor of Landscape Architecture (BLA), and Master's in Landscape Architecture (MLA). The Landscape Architecture Accreditation Board is recognized by the Council of Postsecondary Accreditation and the United States Department of Education as an accrediting agency for first baccalaureate and graduate degree programs in landscape architecture. Accreditation is a nongovernmental, voluntary system, self-regulated and evaluated on the basis of its stated objectives and compliance with minimum external mandates. Institutional programs are evaluated and their review dates documented as initial review (IR), next review (NR), and last review (LR). All the programs have passed the initial review stage and several are housed in a department devoted exclusively to landscape architecture.

Programs leading to first professional degrees at the bachelor's or master's level are eligible to seek ASLA accreditation. Others such as preprofessional and advanced professional landscape architecture programs are outside the scope of LAAB as they have different educational objectives. First professional undergraduate programs are 4-5 years in duration, and those at the master's level are typically 3 years.

*Total represents sum of programs, not number of separate institutions granting degrees. One institution may grant more than one level of degree.

Source: (1971-1989) American Society of Landscape Architects, Landscape Architecture Accreditation Board, Washington, D.C., 1989; (1990-1991) Preliminary data provided by Martha Montague.

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Table 5-15.
Characteristics of accredited landscape architecture programs: 1983-1991

Characteristic		1983/84	1984/85	1985/86	1986/87	1987/88	1989/90	1990/91
Students......	Total.....	4,992	4,922 (a)	4,958.5 (a)	5,347.2 (a)	5,473	5,816	6,129
	Women.....	1,748	1,675 (b)	1,559.5 (b)	1,675	1,713	1,796	1,992
	Men.......	3,244	3,002 (b)	3,077 (b)	3,453	3,760	3,698	4,092
Degrees.......	Total.....	1,192 (c)	1,185	1,128	1,113	1,054	1,086	1,212
Faculty.......	Total.....	491	484	489 (a)	615.11 (d)	494	514	NA
	Men.......	420	405	407	512.60 (d)	368	417	NA
	Women.....	71	79	74	102.5 (d)	80	97	NA
Professor...	Full......	109	104	108	151.5	156	124	NA
	Part......	17	36	35	32.8	33	33	NA
Associate...	Full......	113	119	129	159	154	129	NA
	Part......	20	19	28	12	11	18	NA
Assistant...	Full......	111	108	99	117	103	105	NA
	Part......	12	28	31	30.1	37	24	NA
Instructor..	Full......	NA	NA	NA	21	NA	NA	NA
	Part......	NA	NA	NA	69.5	NA	NA	NA

NA - Not available.

Note: In cases in which a program did not submit annual interim reports, the summary sheets of that program are listed as not reporting or NA and the number is indicated separate from the other respondents. Statistics for 1984/85 are based on data from 53 educational programs, while 1983/84, 1985/86 and 1986/87 data are based on 57 programs.

(a) Total is larger than sum of women and men due to nonreporting of gender by certain programs.

(b) Two nonreporting programs.

(c) One nonreporting program.

(d) Figure includes instructors for 1986/87. Data not available for other years.

Source: (1983-1988) American Society of Landscape Architects, Annual Report Statistics, 1989, Washington, D.C., 1989; (1989-1991) Preliminary data provided by Martha Montague.

Table 5-16.
Architectural and engineering fees by type of project: 1987

Fees by type of project	Architectural	Engineering
	(in thousands of dollars)	
Establishments	17,777	36,086
Total receipts*	9,854,777	41,614,602
Architectural and engineering fees by type of project (in-house work)*	(percent)	
Single-family dwellings	7.5	2.6
Multi-family dwellings	6.9	1.4
Commercial buildings	42.8	6.9
Water supply and sanitation facilities	.4	8.1
Industrial plant processes and systems	4.7	19.0
Highways, roads, bridges, and streets	.6	6.9
Airports, railroads, and mass transportation	1.2	1.8
Power generating and transmission facilities	.2	18.9
Naval and aeronautical projects	1.5	13.5
Public and institutional facilities	28.6	3.3
Communications equipment and facilities	.8	2.8
Other types of projects	4.9	14.8

Note: Includes only establishments with payroll. See table 1-7 for general methodological note on the Census of Service Industries.

*Fees represent total receipts for architectural and engineering work performed in-house.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Washington, D.C., July 1987, table 56, p. 4-286.

Table 5-17.
Major sources of receipts and fees by class of clients for architectural, engineering, and surveying services: 1987

Major sources of receipts	Architectural services	Engineering services	Surveying services
		(in thousands of dollars)	
Establishments	17,777	36,086	8,436
Total receipts	9,854,777	41,614,602	2,093,799
Source of receipts			
Architectural services except landscape	7,637,602	552,577	8,674
Landscape architecture			
Consulting and design engineering devices related to construction or site work	456,808	15,663,039	196,874
All other	240,557	19,696,015	48,200
Surveying services	23,328	1,232,036	1,744,168
Work not performed in house (reimbursables)	1,228,267	2,226,259	56,406
Other sources	173,249	1,023,363	32,116
Fees by class of client		(percent of total receipts)	
Total fees including in-house work and work performed by others			
Government	23.7	41.6	10.1
Private institutions	17.7	1.9	2.6
Construction firm	4.4	3.2	17.6
Architects	1.2	4.7	2.8
Engineers	.5	2.6	9.1
Industrial, business, and commercial firms	34.6	35.4	14.7
Private individuals	14.3	3.3	33.8
Other clients	3.5	7.3	9.2

Note: Includes only establishments with payroll. See table 1-7 for methodological notes on the 1987 Census of Service Industries.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., July 1991, table 53, p. 4-276 and table 54, p. 4-279.

Table 5-18.
Earned degrees in architecture and environmental design conferred by institutions of higher education, by level of degree and gender of student: 1949-1950 to 1988-1989

	Bachelor's degrees			Master's degrees			Doctor's degrees		
Year	Total	Men	Women	Total	Men	Women	Total	Men	Women
Architectural degrees only (a)									
1949-50	2,563	2,441	122	166	159	7	1	1	0
1951-52	2,210	2,098	112	240	230	10	NA	NA	NA
1953-54	1,623	1,531	92	158	147	11	3	1	2
1955-56	1,443	1,373	70	199	182	17	2	2	0
1957-58	1,612	1,536	76	231	216	15	5	5	0
1959-60	1,801	1,744	57	319	305	14	17	17	0
1961-62	1,774	1,719	55	311	296	15	1	1	0
1963-64	2,059	1,981	78	383	366	17	3	3	0
Architecture and related fields of design (a)									
1965-66	2,663	2,561	102	702	661	41	12	11	1
1967-68	3,057	2,931	126	1,021	953	68	15	15	0
1969-70	4,105	3,888	217	1,427	1,260	167	35	33	2
1970-71	5,570	4,906	664	1,705	1,469	236	36	33	3
1971-72	6,440	5,667	773	1,899	1,626	273	50	43	7
1972-73	6,962	6,042	920	2,307	1,943	364	58	54	4
1973-74	7,822	6,665	1,157	2,702	2,208	494	69	65	4
1974-75	8,226	6,791	1,435	2,938	2,343	595	69	58	11
1975-76	9,146	7,396	1,750	3,215	2,545	670	82	69	13
1976-77	9,222	7,249	1,973	3,213	2,489	724	73	62	11
1977-78	9,250	7,054	2,196	3,115	2,304	811	73	57	16
1978-79	9,273	6,876	2,397	3,113	2,226	887	96	74	22
1979-80	9,132	6,596	2,536	3,139	2,245	894	79	66	13
1980-81	9,455	6,800	2,655	3,153	2,234	919	93	73	20
1981-82	9,728	6,825	2,903	3,327	2,242	1,085	80	58	22
1982-83	9,823	6,403	3,420	3,357	2,224	1,133	97	74	23
1983-84	9,186	5,895	3,291	3,223	2,197	1,026	84	62	22
1984-85	9,325	6,019	3,306	3,275	2,148	1,127	89	66	23
1985-86	9,119	5,824	3,295	3,260	2,129	1,131	73	56	17
1986-87	8,922	5,590	3,332	3,142	2,073	1,069	92	66	26
1987-88 (b)	8,603	5,271	3,332	3,159	2,042	1,117	98	66	32
1988-89 (c)	9,191	5,580	3,611	3,378	2,191	1,187	86	63	23

NA - Not available.

(a) Prior to 1965-66, includes degrees in architecture. From 1965-66, includes degrees in environmental design, general; architecture; interior design; landscape architecture; urban architecture; city, community, and regional planning; and other architecture and environmental design.

(b) Revised from previously published data.

(c) Preliminary data.

Source: (1949-50 - 1985-86) U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys. As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics, U.S. Government Printing Office, Washington, D.C., September 1988, table 189, p. 229. (1986-87) U.S. Department of Education, National Center for Education Statistics, "Degrees and other Formal Awards Conferred, 1985-86" Survey. (This table was prepared April 1989), Washington, D.C., table 172. (1987-89) U.S. Department of Education, National Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys, and Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared October 1990), Washington, D.C. As included in Digest of Education Statistics, February 1991, U.S. Government Printing Office, Washington, D.C., November, 1991, tables 236 and 237.

Methodological Note: Although a strenuous effort has been made to provide a consistent series of data, minor changes have occurred over time in the way degrees are classified and reported. Any degrees classified in early surveys as "first-professional" are included above with bachelor's degrees; any degrees classified as "second-professional" or "second-level" are included with masters degrees. Data for all years are for 50 States and the District of Columbia.

Table 5-19.
Total number of active American Planning Association (APA) and American Institute of Certified Planners (AICP) members by chapter: 1991

(Number and percent of total APA membership)

Chapter	APA		AICP/APA		Student		Planning officials		Total APA membership
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Alabama	101	38	51	21	40	16	52	21	244
Alaska	51	57	15	17	3	3	21	23	90
Arizona	258	49	146	28	33	6	86	16	523
Arkansas	47	41	16	14	0	0	51	45	114
California	2,633	56	1,117	24	358	8	609	13	4,717
Colorado	307	40	190	25	33	4	245	32	775
Connecticut	193	49	127	32	19	5	54	14	393
Delaware	35	53	13	20	2	3	16	24	66
Florida	929	48	699	36	107	6	202	10	1,937
Georgia	255	48	134	25	40	7	105	20	534
Hawaii	153	71	46	21	10	5	5	2	214
Illinois	550	49	231	21	110	10	229	20	1,120
Indiana	173	49	65	19	54	15	59	17	351
Iowa	112	35	51	16	67	21	86	27	316
Kansas	82	30	45	16	32	12	115	42	274
Kentucky	103	41	55	22	14	6	78	31	250
Louisiana	121	50	42	17	27	11	54	22	244
Maryland	227	51	133	30	32	7	50	11	442
Michigan	343	47	177	24	94	13	110	15	724
Minnesota	232	47	130	26	40	8	96	19	498
Mississippi	44	45	18	19	4	4	31	32	97
Missouri	147	45	102	31	20	6	59	18	328
National Capital (a)	320	51	226	36	43	7	34	5	623
Nebraska	40	47	18	21	20	23	8	9	86
Nevada	118	54	45	21	6	3	48	22	217
New England (b)	463	53	233	27	84	10	90	10	870
New Jersey	294	47	272	43	33	5	33	5	632
New Mexico	74	38	43	22	20	10	59	30	196
NY Metropolitan	364	46	260	33	90	11	69	9	783
NY Upstate	281	53	123	23	58	11	70	13	532
North Carolina	392	43	214	23	58	6	255	28	919
N. New England (c)	216	62	64	18	17	5	53	15	350
Ohio	318	43	188	25	88	12	146	20	740
Oklahoma	63	34	52	28	14	8	57	31	186
Oregon	213	47	151	33	45	10	46	10	455
Pennsylvania	431	46	307	33	71	8	121	13	930
South Carolina	141	44	58	18	25	8	93	29	317
Tennessee	164	41	98	25	36	9	98	25	396
Texas	477	39	294	24	119	10	333	27	1,223
Utah	96	36	64	24	16	6	92	34	268
Virginia	531	49	308	29	76	7	159	15	1,074
Washington	420	48	238	27	72	8	139	16	869
West Virginia	18	1	12	24	5	10	15	30	50
West Central (d)	138	54	42	17	9	4	65	26	254
Wisconsin	171	44	110	28	60	15	51	13	392
Grand total	12,839	48	7,023	26	2,204	8	4,547	17	26,613

Note: The American Planning Association (APA) is organized exclusively for charitable, educational, literary and scientific research purposes to advance the discipline of planning. Membership is open to all with an interest in planning. Members of AICP are those members of APA who have met the required qualifications of education, experience, and examination in the field of planning.

(a) This chapter includes Washington, D.C., and Montgomery and Prince Georges Counties in Maryland.

(b) This chapter includes Massachusetts and Rhode Island.

(c) This chapter includes Maine, New Hampshire, and Vermont.

(d) This chapter includes Idaho, Montana, North Dakota, South Dakota, and Wyoming.

Source: Data provided by Frank So, American Planning Association, American Planning Association Chapter Member Statistics, Chicago, IL, December 1991.

Table 5-20.
Percentage distribution of planners by geographic region: 1981-1989

Regions	Percent of U.S. population in region 1985	1981 (N= 8,162)	1983 (N = 7,283)	1985 (N = 6,524)	1987 (N = 7,408)	1989 (N = 7,592)
			(percentage distribution)			
New England	6.3	6.1	5.3	5.8	6.9	7.1
Middle Atlantic	15.6	12.4	12.2	11.3	10.4	11.0
South Atlantic	16.8	19.8	20.7	19.0	22.6	22.2
East South Central	6.3	3.9	3.7	5.4	3.5	5.4
East North Central	17.7	14.1	13.1	12.6	11.4	12.3
West North Central	7.3	6.8	6.3	6.5	6.2	5.7
West South Central	11.1	6.4	6.3	7.7	6.6	5.4
Mountain	5.4	7.7	8.5	8.5	8.6	7.6
Pacific	14.7	20.0	22.5	21.6	21.7	21.1
Canada	NA	2.9	1.5	1.6	1.2	1.2

NA - Not applicable.

Note: Regions are Census Bureau Classifications. See Appendix 2 for a list of States included.

Source: (1981-1983) James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, pp. 3-4; (1985-1987) James Hecimovich, Planners' Salaries and Employment Trends, 1987. Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 4, p. 3. (1989) James Hecimovich, Planners' Salaries and Employment Trends, 1989. Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, table 4, p. 5.

Methodological note: This table is taken from a report which is part of a series on the salaries and employment characteristics of APA membership. The surveys used to gather the data for the 1987 study were mailed in October 1987. Of the 16,000 nonstudent, professional planners surveyed, 7,408 or 45 percent responded to this survey. The surveys used to gather the data for the 1989 study were mailed in October 1989. There were 18,410 surveys mailed to APA members (students were not surveyed). More than 8,000 members responded; 7,592 surveys were usable. The 41.2 percent response rate is down from what it has been in previous salary reports, but it is still very good. Specifically, it is 2.1 percent lower than the response rate in 1987, but 1 percent greater than the response rate in 1985.

1989 Edition
Updates Table 5-17

Table 5-21.
Where public agency planners work, by size and type of jurisdiction, selected years: 1981-1989

Jurisdictions	1981 (N = 4,757)*	1983 (N = 4,509)*	1985 (N = 4,107)*	1987 (N = 4,334)	1989 (N = 4,428)
			(percent of respondents)		
Size					
250,000 and over	33.6	31.8	32.6	29.6	28.9
50,000 to 249,999	38.6	35.7	34.3	35.9	35.6
Under 50,000	27.7	32.5	33.1	34.5	33.5
Type (self-defined)					
Urban	59.0	53.1	53.1	39.8	36.9
Suburban	24.7	26.5	28.5	24.3	25.9
Rural	15.9	16.0	16.5	11.6	12.7
Mixed	NA	4.0	1.9	24.3	24.6

NA - Not a separate category.

Note: See table 5-16 for methodological note.

*This table includes only public agency planners and hence has a smaller number of respondents than the total sample for each year.

Source: (1981-1985) James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, p. 2; (1987-1989) James Hecimovich, Planners' Salaries and Employment Trends, 1989. Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, 1989, table 3, p. 4.

Table 5-22.
Distribution of planners responding to the American Planning Association (APA) membership survey by race/ethnicity and gender, selected years: 1983-1989

	Number of respondents (percent of total respondents)															
	1983				1985				1987				1989			
Race/ethnicity	Male (N = 5,998)		Female (N = 1,440)		Male (N = 5,166)		Female (N = 1,315)		Male (N = 5,618)		Female (N = 1,702)		Male (N = 5,660)		Female (N = 1,853)	
White	5,660	76.1	1,347	18.1	4,917	75.8	1,249	19.3	5,321	72.7	1,591	21.7	5,323	70.9	1,722	22.9
African American	93	1.3	44	0.6	83	1.3	39	0.6	90	1.2	50	0.7	113	1.5	71	1.0
Hispanic	84	1.1	16	0.2	41	0.6	4	0.1	85	1.2	30	0.4	84	1.1	27	0.4
American Indian	15	0.2	2	0.0	5	0.1	1	0.0	7	0.1	6	0.1	12	0.2	4	0.1
Asian American	126	1.7	29	0.4	102	1.6	20	0.3	115	1.6	25	0.3	128	1.7	29	0.4
Other	20	0.3	2	0.0	18	0.3	2	0.0	NA	NA	NA	NA	NA	NA	NA	NA

NA - Not applicable.

Note: See table 5-16 for methodological note.

Source: (1983) James Hecimovich and JoAnn C. Butler, Planners' Salaries and Employment Trends, 1985. Planning Advisory Service Report Number 395, American Planning Association, Chicago, IL, 1986, p. 16; (1985, 1987, 1989) James Hecimovich, Planners' Salaries and Employment Trends, 1989. Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, 1989, table 17, p. 19.

Table 5-23.
Types of employers of planners by gender: 1987 and 1989

	1987				1989			
	Number and percent of all male respondents		Number and percent of all female respondents		Number and percent of all male respondents		Number and percent of all female respondents	
Type of employer	Male (N = 5,608)		Female (N = 1,694)		Male (N = 5,693)		Female (N = 1,852)	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City planning	1,911	34.1	650	38.4	1,938	34.0	670	36.2
County planning.......	744	13.3	232	13.7	795	14.0	284	15.3
Joint city/county.......	160	2.9	49	2.9	171	3.0	65	3.5
Metro or regional	354	6.3	93	5.5	359	6.3	102	5.5
State planning..........	120	2.1	33	2.0	121	2.1	33	1.8
Other public agencies	148	2.6	53	3.1	138	2.4	51	2.8
Federal..................	132	2.4	29	1.7	117	2.1	34	1.8
Consultants.............	1,084	19.3	263	15.5	1,143	20.1	306	16.5
Business.................	197	3.5	59	3.5	10	0.2	2	0.1
University or college .	295	5.3	53	3.1	263	4.6	57	3.1
Nonprofit	123	2.2	58	3.4	133	2.3	67	3.6
Other	340	6.1	122	7.2	152	2.7	67	3.6

Note: See table 5-16 for methodological note.

Source: (1987) James Hecimovich, Planners' Salaries and Employment Trends, 1987, Planning Advisory Service Report Number 407, American Planning Association, Chicago, IL, 1987, table 19, p. 15; (1989) James Hecimovich, Planners' Salaries and Employment Trends, 1989, Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, 1989, table 20, p. 21.

Table 5-24.
Median salaries of planners by gender, education, experience, and employer: 1989

Experience and employer	Total	Male (N=5,691)				Female (N=1,851)			
		B.A.	M.A.	Ph.D./ Law	Total	B.A.	M.A.	Ph.D./ Law	Total
					(in dollars)				
Under 5 years									
City/county/joint/metro/regional...	26,250	25,000	27,500	32,240	26,500	24,980	27,000	(a)	26,000
State/Federal..........................	29,812	30,000	30,000	(a)	30,000	25,000(b)	29,000	(a)	27,900
Private consultant/business..........	31,000	30,000	31,000	47,500	31,250	27,500	30,750	51,500(b)	30,000
University/foundation................	31,000	(a)	30,000	43,000	32,000	(a)	25,700	44,000(b)	28,000
Other....................................	21,500	(a)	23,000	(a)	22,500	37,000(b)	27,250	(a)	29,500
Between 5 and 10 years									
City/county/joint/metro/regional...	33,280	33,000	34,800	37,100	34,000	31,385	33,000	43,080(b)	32,500
State/Federal..........................	35,788	35,000	39,000	42,000(b)	38,600	30,000	35,000	(a)	34,556
Private consultant/business..........	40,500	40,000	42,500	65,000	42,000	38,000	40,000	(a)	39,000
University/foundation................	37,000	30,976(b)	37,878	40,000	37,500	(a)	35,000	38,200	36,500
Other....................................	35,400	30,000(b)	39,000	(a)	38,900	27,000	28,600	(a)	28,600
Over 10 years									
City/county/joint/metro/regional...	44,400	42,000	46,627	54,500	45,000	38,000	43,000	44,000(b)	42,000
State/Federal..........................	48,000	45,550	49,000	46,400	48,000	38,880(b)	48,528	(a)	48,000
Private consultant/business..........	55,000	55,000	56,000	65,000	56,000	45,000	46,000	46,000(b)	46,000
University/foundation................	50,000	42,000	50,000	55,000	52,000	65,000(b)	41,500	42,000	45,000
Other....................................	47,613	47,000	47,000	65,000	50,000	35,500	58,900	(a)	39,000

Note: See table 5-16 for methodological note.

(a) Fewer than 5 responses; sample not included in table, but incorporated in totals.

(b) Fewer than 10 responses; sample size not statistically significant.

Source: James Hecimovich, Planners' Salaries and Employment Trends, 1989, Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, 1989, table 6, p8.

Table 5-25.
Planner's median salaries, by gender, State, and number of years experience: 1989 (continued on next page)

Experience and State	Male Median	Male Number reporting	Female Median	Female Number reporting
Under 5 years				
Alabama	23,340	5	24,000	4
Alaska	28,000	1	34,000	1
Arizona	30,340	18	28,000	17
Arkansas	30,730	5	NA	NA
California	34,000	120	33.369	66
Colorado	25,610	15	22,250	8
Connecticut	30,000	15	30,000	15
Delaware	28,950	2	NA	NA
District of Columbia	26,000	9	28,800	7
Florida	27,250	90	26,625	50
Georgia	25,105	24	23,152	8
Hawaii	31,000	4	23,000	5
Idaho	24,750	3	NA	NA
Missouri	26,500	10	24,774	6
Montana	19,900	2	18,752	2
Nebraska	29,050	2	NA	NA
Nevada	32,250	2	29,689	2
New Mexico	24,000	9	27,500	3
New Hampshire	29,000	11	29,500	7
New Jersey	33,000	14	26,000	9
New York	30,337	42	28,623	36
North Carolina	24,144	39	26,000	24
North Dakota	NA	NA	NA	NA
Ohio	33,340	16	23,816	19
Oklahoma	22,399	2	NA	NA
Oregon	26,000	11	26,200	10
Pennsylvania	24,000	33	22,800	15
Under 5 years				
Illinois	26,500	32	30,000	17
Indiana	24,500	13	18,250	8
Iowa	23,000	8	10,800	3
Kansas	26,000	10	23,999	3
Kentucky	21,500	17	24,500	2
Louisiana	22,144	2	22,818	3
Maine	28,000	6	24,500	4
Maryland	31,000	19	26,000	21
Massachusetts	30,000	33	32,250	16
Michigan	24,696	28	27,250	14
Minnesota	26,000	23	29,500	12
Mississippi	21,656	2	21,600	1
Rhode Island	30,000	3	26,200	4
South Carolina	23,465	10	25,000	11
South Dakota	24,600	3	16,391	1
Tennessee	27,900	11	24,612	10
Texas	28,600	29	23,000	15
Utah	23,118	6	22,000	1
Vermont	25,000	9	23,500	9
Virginia	29,150	70	30,000	41
Washington	29,600	17	29,000	10
West Virginia	26,950	2	NA	NA
Wisconsin	24,336	13	30,000	6
Wyoming	NA	NA	17,500	1
Canada	16,000	2	96,000	1
Other	38,800	2	27,500	1

NA - Not applicable.

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Table 5-25.
Planner's median salaries, by gender, State, and number of years experience: 1989 (continued from previous page)

	Male		Female	
Experience and State	Median	Number reporting	Median	Number reporting
Between 5 and 10 Years				
Alabama	35,000	13	25,363	3
Alaska	45,000	7	30,000	1
Arizona	40,000	24	34,900	22
Arkansas	62,500	1	29,000	1
California	45,000	190	40,000	135
Colorado	35,000	36	32,500	22
Connecticut	38,150	24	36,750	8
Delaware	45,000	4	34,900	1
District of Columbia	45,000	19	38,400	6
Florida	35,316	102	36,500	62
Georgia	30,000	27	28,800	19
Hawaii	47,000	11	42,500	2
Idaho	31,000	6	24,700	4
Illinois	35,500	52	35,000	24
Indiana	26,750	20	31,920	12
Iowa	28,260	7	30,000	12
Kansas	30,115	10	29,000	3
Kentucky	30,000	12	25,000	7
Louisiana	30,000	11	29,000	5
Maine	34,800	12	27,500	6
Maryland	36,000	35	36,000	19
Massachusetts	40,000	46	37,750	26
Michigan	33,500	33	37,250	16
Minnesota	32,000	32	32,000	15
Mississippi	25,212	6	27,750	2
Missouri	34,000	21	26,291	6
Between 5 and 10 years				
Montana	32,000	2	23,500	3
Nebraska	30,000	1	1,200	1
Nevada	38,850	9	33,000	6
New Mexico	29,500	10	27,250	8
New Hampshire	40,229	16	32,000	3
New Jersey	40,000	40	36,000	21
New York	40,976	72	37,250	32
North Carolina	31,000	55	28,750	34
North Dakota	25,815	2	NA	NA
Ohio	33,500	33	31,283	17
Oklahoma	33,000	13	38,500	3
Oregon	34,500	26	30,540	14
Pennsylvania	32,000	36	31,000	21
Rhode Island	41,000	6	32,000	7
South Carolina	31,500	15	27,500	9
South Dakota	30,808	1	NA	NA
Tennessee	30,600	21	26,772	6
Texas	35,000	63	33,500	36
Utah	29,000	12	26,000	4
Vermont	29,500	6	32,500	8
Virginia	37,800	59	34,000	49
Washington	35,000	37	32,000	20
West Virginia	24,850	2	24,750	2
Wisconsin	30,611	22	29,500	6
Wyoming	29,350	4	NA	NA
Canada	50,000	13	64,500	2
Other	40,000	7	43,200	1

NA - Not applicable.

Table 5-25.
Planner's median salaries, by gender, State, and number of years experience: 1989 (continued from previous page)

Experience and State	Male Median	Male Number reporting	Female Median	Female Number reporting
Over 10 Years				
Alabama	40,335	28	41,650	2
Alaska	55,000	7	50,000	5
Arizona	48,152	75	41,070	8
Arkansas	37,800	13	30,558	2
California	58,190	532	48,940	125
Colorado	45,000	95	43,376	13
Connecticut	52,000	65	39,312	15
Delaware	43,000	9	41,500	1
District of Columbia	60,000	47	55,000	13
Florida	51,850	230	43,500	41
Georgia	43,500	57	42,450	10
Hawaii	60,000	25	43,000	1
Idaho	33,000	11	34,700	3
Illinois	47,500	139	40,000	19
Indiana	36,000	34	36,587	3
Iowa	43,985	30	52,195	2
Kansas	49,550	22	31,000	1
Kentucky	40,000	30	30,400	6
Louisiana	44,000	32	31,065	3
Maine	35,650	16	31,000	5
Maryland	52,500	104	41,000	23
Massachusetts	52,000	85	38,000	11
Michigan	43,000	120	50,000	11
Minnesota	45,000	89	49,500	6
Mississippi	37,000	11	21,660	3
Missouri	44,400	57	40,940	8
Over 10 years				
Montana	30,000	7	27,690	1
Nebraska	44,404	16	34,500	2
Nevada	49,000	20	55,500	5
New Mexico	40,000	25	31,750	4
New Hampshire	48,000	18	NA	NA
New Jersey	50,000	90	52,500	14
New York	52,000	182	53,000	37
North Carolina	43,750	106	37,000	17
North Dakota	40,000	5	NA	NA
Ohio	40,000	113	43,000	13
Oklahoma	38,500	26	36,000	3
Oregon	40,000	73	31,000	17
Pennsylvania	44,000	117	27,650	16
Rhode Island	41,500	8	NA	NA
South Carolina	42,300	31	33,333	5
South Dakota	34,600	1	NA	NA
Tennessee	43,809	56	36,500	9
Texas	46,591	117	40,000	20
Utah	42,400	44	32,500	2
Vermont	44,000	9	28,800	3
Virginia	50,000	154	44,750	28
Washington	45,000	101	36,000	17
West Virginia	35,350	6	NA	NA
Wisconsin	40,000	68	36,336	3
Wyoming	36,750	6	NA	NA
Canada	60,650	66	65,000	5
Other	60,000	11	NA	NA

NA - Not applicable.

Source: James Hecimovich, Planner's Salaries and Employment Trends, 1989. Planning Advisory Service Report Number 423, American Planning Association, Chicago, IL, 1989, table 16, p. 16.

1989 Edition
Updates Table 5-28

Table 5-26.
Employment and unemployment of designers: 1983-1991

Employment status	1983	1985	1987	1989	1990	1991	Change 1983-1991	Change 1990-1991
Number of designers...........	415,000	504,000	546,000	548,000	549,000	557,000	+142,000	+8,000
Employed....................	393,000	484,000	531,000	534,000	531,000	527,000	+134,000	-4,000
Unemployed..................	22,000	20,000	15,000	14,000	18,000	30,000	+8,000	+12,000
Unemployment rate (percent).	5.2	3.9	2.7	2.5	3.2	5.4	+0.2	+2.2

Note: Employed plus unemployed may not equal number of designers total due to rounding. Unemployment rates are computed based on an unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. Therefore, calculating unemployment rates using the rounded levels for unemployed and labor force may yield slightly different rates. See chapter 2 for discussion of these data.

Source: National Endowment for the Arts, Research Division, "Artist Labor Force, Employment and Unemployment 1983-1992," Washington, D.C. (Data are from U.S. Bureau of the Census, and Bureau of Labor Statistics, Current Population Survey, Unpublished data.)

1989 Edition
Updates Table 5-30

Table 5-27.
Cash compensation of industrial designers by position, selected years: 1979-1990

Position	Average salary 1979	1981	1983	1985	1987	1990
Total cash compensation			(in current dollars)			
Principal; owner; president	42,800	56,500	62,188	82,774	85,344	101,169
Vice president	NA	NA	59,655	60,767	62,112	81,926
Director; manager	34,400	41,500	42,021	51,428	50,712	83,455
Project director	24,900	34,800	35,650	39,986	43,022	61,650
Senior designer	21,200	27,500	30,014	33,107	36,445	47,241
Staff designer	15,800	21,500	24,173	26,750	26,777	36,905
Entry level designer	12,600	16,200	18,190	19,750	20,167	26,823
Real cash compensation			(in constant 1979 dollars)			
Principal; owner; president	42,800	44,350	43,000	52,750	52,750	59,150
Vice president	NA	NA	41,250	38,750	38,400	48,000
Director; manager	34,400	32,600	29,800	32,750	31,400	48,800
Project director	24,900	27,300	24,700	25,500	26,600	36,050
Senior designer	21,200	21,600	20,800	21,000	22,500	27,600
Staff designer	15,800	16,900	16,700	17,000	16,600	21,600
Entry level designer	12,600	12,700	12,600	12,600	12,500	15,700

NA - Not a separate category.

Source: Brian J. Wynne, 1987 Compensation Survey, Industrial Designers Society of America (IDSA), Great Falls, VA, 1987, pp. 3 and 4. (Copyright) (1990) Sandor Weisz, 1990 Compensation Study, Industrial Designers Society of America (IDSA), Great Falls, VA, 1990, pp. 2 and 3. (Copyright)

Methodological note: (1979-1987) IDSA mailed questionnaires to 852 members in the United States who head a design group. One hundred forty-two members, reporting on 1,021 industrial designers, completed and returned the questionnaire -- a 17 percent response rate. See 1990 Source Book of Arts Statistics for statistical presentation of survey sample.

The *1990 IDSA Compensation Study* reports compensation data for seven design job classifications. Respondents to the questionnaire were asked to refer to IDSA's Typical Position Descriptions for a detailed description of responsibilities and experience. The compensation data represents all office types, sizes, and geographical regions of the United States. All figures are current as of March 1, 1990. IDSA mailed questionnaires to 1,023 members in the United States who head a design group: 235 members, reporting on 1,885 industrial designers, completed and returned the questionnaire, a 23 percent response rate. A statistical breakdown follows:

	Number of responses	Number of design employees
By practice		
Consulting group	133	985
Corporate group	93	859
Other	9	41
By budget/billings		
$0-249,999	54	114
$250,000-499,999	60	245
$500,000-999,999	54	351
$1,000,000+	67	1,175
By region		
Northeast	72	620
Midwest	73	578
South	33	195
West	57	492

Observational note: The study found a significant growth in compensation for industrial designers. Despite a 71 percent increase in the Consumer Price Index since 1979, the profession's average salary has gained 150 percent. Of that increase, 35 percent has come since 1987, a dramatic improvement given the general stagnation of salaries in most white-collar professions. The Director/Managers were the primary beneficiaries of this growth, showing a 65 percent increase over 1987 salaries.

This strong salary performance coincides with the most active period of press coverage of the profession since the 1950s, a trend that began in the mid-1980s. It could be argued that this strong salary performance is tangible evidence that US companies are more aware of industrial design and are making a correspondingly deeper commitment to it.

The study did find that compensation varies by type of industry, geographical location and type of organization (corporate vs. consultant). The companies in business and industrial products and medical and scientific products paid higher than other industries by between 5 percent and 15 percent. As a rule of thumb, corporate groups pay higher compensation for every job title.

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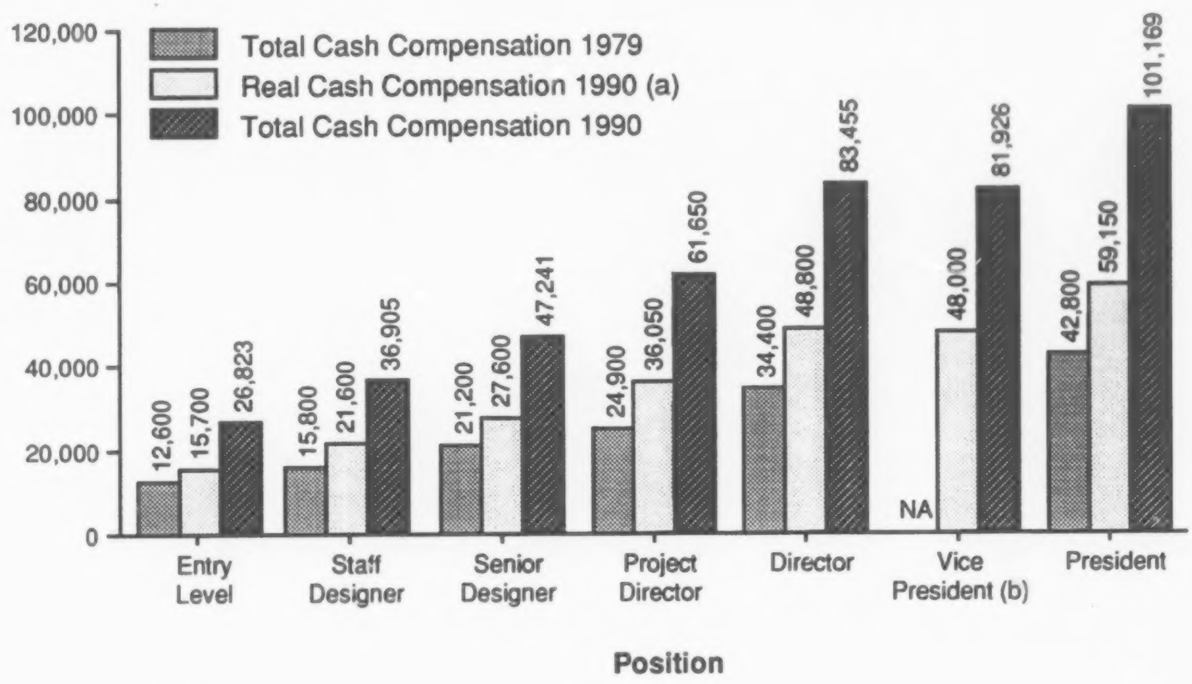
New Chart

Chart 5-1.
Cash compensation of industrial designers, by position: 1979 and 1990



(a) Real cash compensation is in1990 dollars.
(b) Data pertaining to compensation for the position of Vice President was unavailable in 1979.

Source: Industrial Design Society of America; See table 5-27 for full citation.

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Updates Table 5-35

Table 5-28.
Total membership of the American Institute of Graphic Arts: 1954-1992

Year	Number of members
1954	1,324
1955	1,326
1956	1,412
1957	1,525
1966	1,714
1967	1,885
1969	1,886
1970	1,886
1971	1,885
1972	1,642
1976	1,767
1978	1,661
1979	1,620
1980	1,700
1981	1,954
1982	2,000
1983	2,200
1984	2,439
1985	3,000
1986	5,000
1987	5,420
1988	5,644
1989	5,828
1990	6,759
1991	7,000
1992	7,000

Source: Data provided by Michelle Kalvert, the American Institute of Graphic Arts, Washington, D.C., 1992.

Table 5-29.
Average base salary of respondents to the American Institute of Graphic Arts 1990 Salary and Benefits Survey, by years of experience and gender: 1990

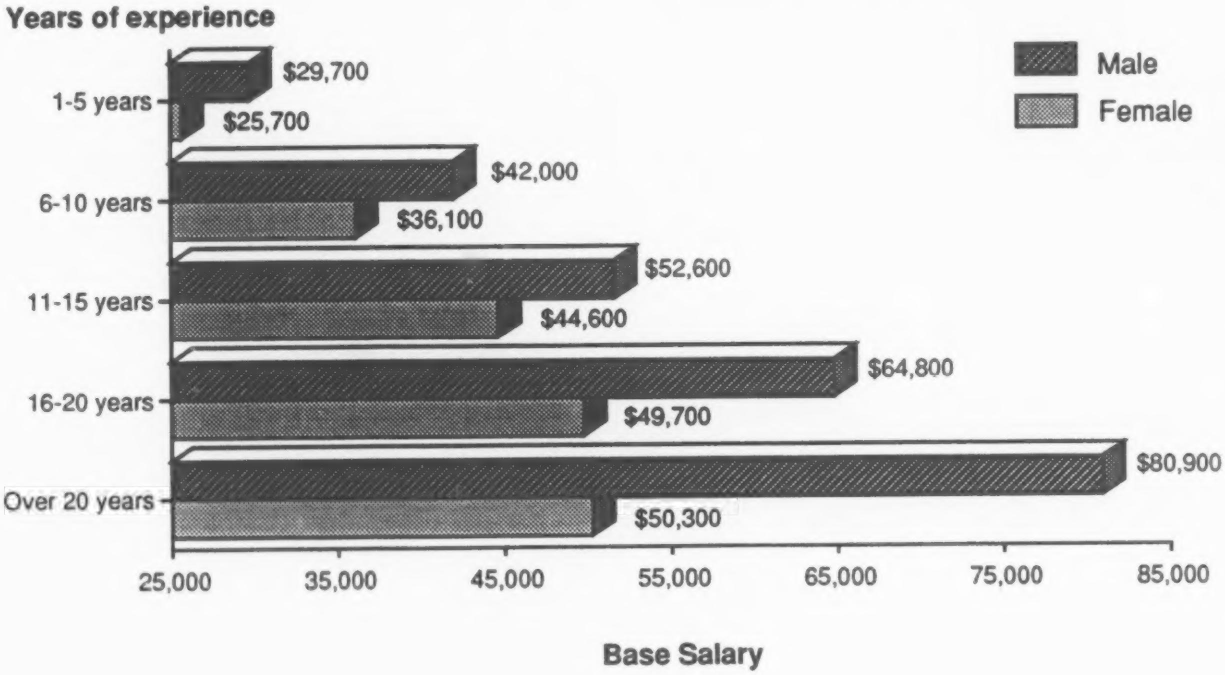
Years of experience	Average base salary		Percent difference
	Women	Men	
1 - 5 years	25,700	29,700	15.6
6 - 10 years	36,100	42,000	16.3
11 - 15 years	44,600	52,600	17.9
16 - 20 years	49,700	64,800	30.4
Over 20 years	50,300	80,900	60.8

Source: American Institute of Graphic Arts, The AIGA 1990 Salary and Benefits Survey, conducted and prepared by the Boston Office of Deloitte and Touche for the American Institute of Graphic Arts, New York, NY, 1990, p. 5.

Methodological note: Eighteen thousand questionnaires were mailed in April 1990 to American Institute of Graphic Arts (AIGA) members and other design professionals. Over 3,650 designers in 48 states, Washington, D.C., and Puerto Rico responded to this year's AIGA Salary and Benefits Survey. Fifty-two percent of the survey respondents were women and 48 percent were men. Graphic designers ages ranged from 21 years to 86 years: 75 percent of the respondents were 40 years old or younger; 25 percent were in their twenties, and an additional 50 percent were in their thirties. Ninety-two percent of current survey respondents are college educated. Design professionals are homogeneous in regard to race: 93 percent are Caucasian, 4 percent are Asian, 2 percent Hispanic, and 1 percent African-American. The largest group of designers, 32 percent, were located in the West; 28 percent in the Northeast; 17 percent in the Midwest; and, 23 percent in the South.

New Chart

Chart 5-2.
Average base salary of Graphic Artists by years of experience and gender: 1990



Source: American Institute of Graphic Arts; See table 5-29 for full citation.

Table 5-30.
Base salary and total compensation for graphic design professionals by gender for American Institute of Graphic Arts (AIGA) members responding to AIGA 1990 Salary and Benefits Survey: 1990

Position	Number of responses	Base salary			Total compensation		
		Average (b)	Median	75 Percentile	Average (b)	Median	75 Percentile
		(in thousands of dollars)					
Principal/partner (a)							
Female	437	49.2	40.0	60.0	52.3	44.0	60.0
Male	699	71.9	60.0	88.0	83.3	65.0	100.0
Creative director							
Female	117	46.2	40.0	56.0	48.7	51.5	58.5
Male	167	59.6	55.0	73.0	62.8	55.0	75.0
Art director							
Female	341	37.6	35.0	44.0	38.8	36.0	45.1
Male	253	42.1	40.0	50.0	43.4	40.0	50.0
Senior designer (c)							
Female	251	34.8	34.0	40.0	35.8	35.0	41.3
Male	183	37.3	36.0	43.0	38.3	36.5	44.0
Junior designer							
Female	51	21.5	21.0	25.0	21.9	21.0	26.0
Male	17	23.3	23.0	25.5	23.9	23.4	26.3

Note: See table 5-36a for methodological note.

(a) Owners of one-person design firms are represented as partner/principal.

(b) Average is the total of all individual salaries paid in a job divided by the total number of people in that job. Median is the middle salary paid in a job--half of the salaries are above this number and half are below it; 75th percentile represents the salary above which only 25 percent of the salaries are higher and 75 percent are lower.

(c) All freelancers are represented as designer.

Source: American Institute of Graphic Arts, The AIGA 1990 Salary and Benefits Survey, conducted and prepared by the Boston Office of Deloitte and Touche for the American Institute of Graphic Arts, New York, NY, 1990, pp. 8-13.

Table 5-31.
Employment and unemployment of painters, sculptors, craft artists, artist printmakers, and photographers: 1983-1991

Occupation	1983	1985	1987	1988	1989	1990	1991	Change 1983-91	Change 1990-91
Painters/sculptors/craft artists/and artist printmakers..	192,000	207,000	198,000	219,000	232,000	224,000	217,000	+25,000	- 7,000
Employed......................	186,000	200,000	191,000	215,000	229,000	217,000	208,000	+22,000	- 9,000
Unemployed....................	6,000	7,000	7,000	4,000	3,000	7,000	9,000	+ 3,000	- 2,000
Unemployment rate (percent)...	3.3	3.2	3.4	2.0	1.3	3.0	4.0	+ 0.7	+ 1.01
Photographers...................	119,000	134,000	131,000	121,000	114,000	127,000	143,000	+24,000	+16,000
Employed......................	113,000	129,000	126,000	117,000	112,000	123,000	136,000	+23,000	+13,000
Unemployed....................	6,000	5,000	5,000	4,000	2,000	4,000	7,000	+ 1,000	+ 3,000
Unemployment rate (percent)...	5.0	3.5	4.0	3.6	1.9	3.1	4.8	- 0.2	0.0

Note: Employed plus unemployed may not equal occupation total due to rounding. Unemployment rates are computed based on an unrounded estimate of the unemployment and labor force levels. For years 1983 to 1986, all the employment rates were calculated by the Bureau of Labor Statistics using unrounded data. It is therefore possible that the unemployment rates using the rounded levels for unemployed and labor force yield slightly different rates. See chapter 2 for a description of these data.

Source: National Endowment for the Arts, Research Division, "Artist Labor Force, Employment and Unemployment, 1983-1991," Washington, D.C., Note 33, February 1992. (Data are from U.S. Bureau of the Census and Bureau of Labor Statistics, Current Population Survey; Unpublished data.)

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See Table 5-45 for 1982 data

Table 5-32a.
Major sources of receipts for commercial photography, commercial arts, and graphic arts: 1987

	Commercial photography	Commercial art	Graphic arts and related design
Number of establishments	3,736	2,888	7,202
		(in thousands of dollars)	
Total receipts	1,184,879	823,084	3,236,035
Commercial photography	1,096,528	*	*
Commercial art and illustration	20,353	*	*
Graphic arts and related design	20,830	*	*
Sales of merchandise	4,546	*	*
Other sources	42,622	*	*

Note: Includes only establishments with payroll.

*Data withheld because estimates did not meet publication standards on the basis of either response rate, associated standard error, or a consistency review.

Source: U.S. Department of Commerce, Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., July 1991, table 9, p. 4-50.

New Inclusion

Table 5-32b.
Major sources of receipts for photofinishing: 1987

	Photofinishing laboratories (except 1-hour minilab)	1-hour (mini) photofinishing laboratories
Number of establishments	4,342	2,501
	(in thousands of dollars)	
Total receipts	3,455,764	546,735
Portrait photography	20,262	8,514
Photofinishing of customers' films	3,163,660	474,241
Sales of merchandise	217,706	53,622
Other sources	54,136	10,358

Note: Includes only establishments with payroll.

Source: U.S. Department of Commerce, Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Industry Series, Washington, D.C., July 1991, table 10, p. 4-53.

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Updates Table 5-54

Table 5-33.
National Register of Historic Places listed by resource type per fiscal year: 1967-1990

Fiscal year*	Buildings	Districts	Sites	Structures	Objects	Total
1967	350	247	218	59	0	874
1968	23	4	2	1	0	30
1969	127	29	42	5	0	203
1970	537	91	103	49	4	784
1971	842	100	161	37	1	1,141
1972	973	166	173	47	5	1,364
1973	1,648	279	218	131	11	2,287
1974	1,016	230	219	151	5	1,621
1975	1,718	358	339	160	7	2,582
1976	1,212	285	168	106	6	1,777
1977	1,283	160	101	101	10	1,655
1978	1,784	302	214	90	8	2,398
1979	3,064	430	325	202	7	4,028
1980	3,290	444	142	240	9	4,125
1981	1,354	219	104	156	4	1,837
1982	2,810	337	178	148	2	3,475
1983	4,334	572	150	79	3	5,148
1984	3,193	528	218	99	10	4,048
1985	2,562	517	144	204	12	3,439
1986	2,711	518	167	132	7	3,535
1987	1,820	378	140	120	9	2,467
1988	1,305	413	110	202	5	2,035
1989	2,417	478	128	131	2	3,156
1990	1,452	540	105	184	4	2,285
Total	41,835	7,625	3,869	2,834	131	56,294

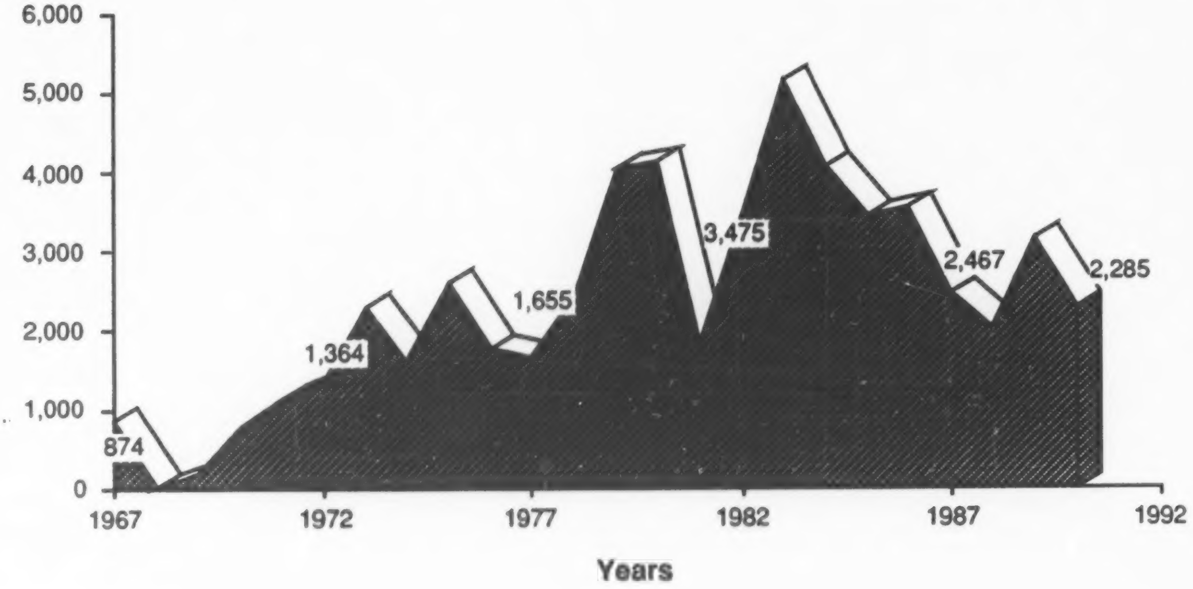
*Fiscal year refers to the Federal fiscal calendar, dating from October 1 to September 30 of the following year.

Source: Data provided by John Byrne, National Register of Historic Places, National Park Service, Washington D.C., November 1991.

Methodological note: The National Register of Historic Places – which includes sites, buildings, structures, and objects–is the Nation's official inventory of historic properties worthy of preservation. Properties included are significant at local, State, or national level; they may be listed because of their importance in American architecture, engineering, history, archeology, or culture. The advantages of listing in the National Register include recognition that a property is historically significant; possible eligibility (for income-producing buildings) for certain tax benefits; certain protections from potential harm resulting from Federal actions (under the Section 106 review process administered by the Advisory Council on Historic Preservation); special consideration in decisions to issue surface coal mining permits; and, when funds are available, eligibility for a Federal matching grants program. National Register listing in no way restricts the rights of a private property owner in the privately funded use, development, or sale of a National Register-listed property.

While the National Register program is administered overall by the National Park Service (NPS), nominations most often are made to NPS by the State Historic Preservation Officer (SHPO) of the State in which the property is located. Typically, the SHPO, acting on the recommendation of the State review board, recommends a property for listing and forwards the nomination form to the National Register, Interagency Resources Division, in the Washington office of the NPS, which then reviews and confirms or denies the nomination. National Register listing criteria are defined by Federal regulations (36 CFR Part 60).

Chart 5-3.
Total number of listings and number of new listings on the National Register of Historic Places (NRHP): 1967-1990



Note: The NRHP was initiated in 1966.

Source: National Register of Historic Places; See table 5-33 for full citation.

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Updates Table 5-56

Table 5-34.
National Trust for Historic Preservation (NTHP) Financial Assistance Commitments: 1970-1991

Fiscal year	National Preservation Loan Funds (NPLF) (a)	Inner-City Ventures Fund (ICVF)	Preservation Services Fund (PSF) (b)	Critical Issues Fund (CIF)
		(in dollars)		
1970	NA	NA	20,400	NA
1971	10,000	NA	20,000	NA
1972	37,500	NA	20,600	NA
1973	188,560	NA	18,050	NA
1974	232,575 (c)	NA	42,250	NA
1975	20,000	NA	180,550	NA
1976	277,500 (d)	NA	182,000	NA
1977	180,000	NA	143,000	NA
1978	240,000	NA	147,220	NA
1979	858,957 (e)	NA	124,540	NA
1980	1,214,000 (f)	NA	127,815	NA
1981	470,000	290,000	157,825	81,225
1982	679,000	885,000	135,000	70,000
1983	192,500	225,000	126,111	25,500
1984	565,552	535,000	144,800	111,400
1985	585,383	385,000	150,463	181,500
1986	620,000	380,000	146,791	58,450
1987	773,700	490,000	160,889	375,146
1988	1,116,000	0	134,745	37,350
1989	895,000	0	250,050	225,000
1990	648,500	150,000	148,000	165,000
1991	580,400	18,250	285,000	140,000
Grand total	10,385,127	3,358,250	2,866,099	1,470,571

NA - Not available.

Note: This table indicates commitments for grants and loan programs, not disbursements. See table 5-55 for note on National Trust for Historic Preservation (NTHP).

(a) The NPLF includes both the Endangered Properties Fund and Revolving Fund.

(b) The PSF includes both the professional consultation services (CS) and the preservation education programs.

(c) Without the National Trust for Historic Preservation (NTHP) acquisition of property project, the amount is $187,575.

(d) Without NTHP acquisition of property project, the amount is $180,000.

(e) Without NTHP acquisition of property project, the amount is $303,017.

(f) Without NTHP acquisition of property project, the amount is $679,600.

Source: Data provided by Jennifer L. Blake, Assistant Director of Financial Services, National Trust for Historic Preservation, Washington, D.C., 1987, 1989-1991, November 1991.

Observational note: The financial and technical assistance programs are administered in cooperation with the NTHP's seven regional and field offices. The four grant and loan programs offered by the NTHP apply to urban and rural areas and are available to current and new National Trust Preservation Forum members. Two grants programs which began in 1981 focus on urban revitalization and economic development issues. The other two are longstanding programs for real estate development, low-interest loan projects, and rehabilitation plans.

Chapter 6

Literature

Writers and Authors
Tables 6-1 to 6-6

Production, Publication, and Distribution
Tables 6-7 to 6-23

The first part of this chapter covers selected data on writers, including information on their numbers, membership in writers' organizations, educational degrees conferred in areas related to literature, and book royalty provisions. The second part provides information on book production, publication, distribution, and sales.

Major Sources of Information

Tables in chapter 6 come from the following sources:

- *Encyclopedia of Associations*;
- National Center for Education Statistics;
- Associated Writing Programs;
- Authors Guild;
- Library of Congress, Annual Report;
- U.S. Department of Labor, Bureau of Labor Statistics;
- Association of American Publishers (AAP);
- Book Industry Study Group;
- Statistical Abstract of the United States;
- *Bowker Annual of Library and Book Trade Information*;
- U.S. Department of Commerce, U.S. Industrial Outlook;
- Bureau of Census, Current Population Survey (CPS).

Comparison with 1989 Sourcebook

As has been the case with earlier chapters of the 1989 Sourcebook, the chapter on literature included considerable information from the 1980 decennial census of population that could not be updated, especially on the geographic distribution of writers (see table 6-1 in the 1989 Sourcebook).

Chapter 6 in the 1989 Sourcebook also contained information from a major study of writers conducted by Columbia University for the Authors Guild that has not been repeated. This study, published in 1986 under the title, *The Wages of Writing: Per Word, Per Piece, or Perhaps*, provided information from a sample of Authors Guild members on hours worked by authors, income from writing and other occupations, and the types of other occupations pursued by writers. Summary data are provided in tables 6-6 to 6-14 in the 1989 Sourcebook.

Most of the tables included in chapter 6 in the 1989 Sourcebook on book production and sales are kept on a yearly basis and have been updated for the 1992 Addendum.

An exception is a study on book production and distribution included in the 1989 Sourcebook on the basis of initial printing and order decisions made by publishers and booksellers. This 1981 study was conducted by Arthur Anderson and Company and published by the Book Industry Study Group under

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the title *Book Distribution in the United States: Issues and Perceptions*. Summary results from this study are presented in tables 6-36 to 6-37 of the 1989 Sourcebook.

Highlights of Information in Chapter 6

Writers and Authors

- The Current Population Survey estimates a total of 93,000 persons in the author occupation category in 1991. In the same year about 2,000 of these persons were estimated to be unemployed for an unemployment rate of 2.3 percent, the highest level since 1983 (table 6-1).

Membership in Writers' Professional Organizations

- The Authors Guild of America had a membership of about 6,500 in 1991. The Authors League of America, which includes the Dramatist Guild, Authors Guild, and other groups, had a membership of about 14,700 in 1991, up from 11,000 in 1984 (table 6-2).
- If the 27 writers' organizations listed in table 6-2 are tallied, about 106,000 memberships are represented. Some individuals may be members of more than one organization (table 6-2).

Trends in Degrees Conferred in English and Literature in Higher Education

- At all three levels (bachelor's, master's, and doctor's), earned degrees in English and literature more than doubled in numbers between 1959-60 and 1967-68. This corresponds to a general increase in total degrees awarded in all fields (table 6-3).
- The number of bachelor's degrees granted in English and literature peaked in 1970-71, when 57,026 degrees were awarded. Master's degrees peaked in the same year, with 8,935 awarded, and doctor's degrees peaked in 1972-73 at 1,631 (table 6-3).
- A slow but steady decline in numbers of degrees granted in English and literature at each level has followed into the 1980's, reaching nearly stable numbers in the mid-1980's. More recently there have been increases from the lows of 1982-83 (table 6-3).
- In 1988-89 a total of 33,968 bachelor's degrees, 5,281 master's degrees, and 932 doctor's degrees were awarded in English and literature (table 6-3).

Degrees Awarded in English and Literature, by Gender

- The percentage of women increased from 52 percent of English and literature bachelor's degrees awarded in 1949-50 to 68 percent of those awarded in 1988-89 (calculated from table 6-3).
- In 1949-50, 42 percent of the English and literature master's degrees were awarded to women. By 1988-89, 66 percent of the English and literature master's degree recipients were women (3,470 of 5,281; calculated from table 6-3).
- In 1949-50, 21 percent of the English and literature doctor's degrees were awarded to women. In 1988-89, 55 percent were awarded to women (calculated from table 6-3).

Degrees and Programs in Creative Writing

- Associated Writing Program data indicate that in 1991 there were about 328 degree-granting creative writing programs in the United States (table 6-4).

Authors Guild Surveys of Advances and Royalty Rates

- In 1988-89 (and all previous years since the survey began in 1976), the most common royalty rate was 10 percent of the first 5,000 copies sold; 12 1/2 percent of the next 5,000 copies sold; and 15 percent on all copies sold after the first 10,000. Over half of the published authors surveyed by Authors Guild had this provision (table 6-5).

Production, Publication, and Distribution

Copyright Registrations

- In 1871 there were 12,688 copyrights issued. Copyright registrations had increased to 166,000 by 1925. In 1989, there were 618,000 copyrights registered in a single year (table 6-17 and 6-18 in the 1989 Sourcebook and table 6-7 in the 1992 Addendum).

- In 1880, a total of 2,076 books were reported published. By 1950, about 11,000 books were published, of which about 2,400 were new editions. By 1988, the number of new books and new editions had risen to about 55,483 (tables 6-23 and 6-24 in the 1989 Sourcebook and table 6-8a in the 1992 Addendum).

- In 1988 (the last year for which complete data are included in the table), art books were about 3 percent of the total new books and new editions; music books were .6 percent; fiction works were 10 percent; poetry and drama works were 2 percent; and literature books were about 4 percent of the total (calculated from table 6-8a).

Income of Hourly Employees in Printing and Publishing

- In 1989, hourly earnings for production workers in printing and publishing averaged $10.88. In the book industry segment of printing and publishing, hourly earnings were slightly less than for the total industry ($9.71 in 1989; table 6-9).

Estimates of Book Sales

- Association of American Publishers' estimates of total U.S. publisher book sales for 1989 were at about $15 billion (table 6-10).

- An estimated 2 billion units of books released by U.S. publishers and imports under imprints of U.S. publishers were sold in 1990 (table 6-13).

- Consumer expenditures for books were at about $19 billion for 1990 (table 6-15).

Book Prices

- Average net publishers unit price for books was $6.59 in 1989 and was $6.93 in 1990. Average retail prices for 1989 were $40.10 for hardcover, $4.38 for mass market paperback, and $16.60 for trade or other paperback (tables 6-17 and 6-18).

- In 1989, average hardcover retail prices for art books were $52.17; for fiction, $18.66; for poetry and drama, $30.76; and for music, $41.69 (table 6-18).

- In 1989, average paperback prices for art books were $10.01; for fiction, $3.77; for poetry and drama, $6.02; and for music, $8.95 (table 6-20).

Bookstores and Wholesalers

- For 1975 the *Bowker Annual of Library and Book Trade Information* counted a total of 11,717 bookstores. In 1990, there were 22,926 bookstores (table 6-21).

New Inclusion

Table 6-1.
Authors employment and unemployment, 1983-1991

Occupation	1983	1985	1987	1989	1990	1991
Total, all civilian workers	111,550,000	115,462,000	119,865,000	123,869,000	124,067,000	125,303,000
Employed	100,834,000	107,150,000	112,440,000	117,342,000	117,914,000	116,877,000
Unemployed	10,717,000	8,312,000	7,425,000	6,528,000	6,874,000	8,426,000
Unemployment rate	9.6%	7.2%	6.2%	5.3%	5.5%	6.7%
Professional specialty occupations	13,219,000	13,946,000	14,726,000	15,815,000	16,132,000	16,451,000
Employed	12,820,000	13,630,000	14,426,000	15,550,000	15,818,000	16,058,000
Unemployed	399,000	316,000	300,000	265,000	314,000	393,000
Unemployment rate	3.0%	2.3%	2.0%	1.7%	1.9%	2.4%
Total artists	1,301,000	1,482,000	1,558,000	1,617,000	1,608,000	1,618,000
Employed	1,223,000	1,411,000	1,503,000	1,571,000	1,548,000	1,533,000
Unemployed	78,000	71,000	55,000	46,000	60,000	85,000
Unemployment rate	6.0%	5.0%	3.5%	2.8%	3.7%	5.3%
Total authors	64,000	71,000	86,000	83,000	85,000	93,000
Employed	62,000	70,000	85,000	82,000	84,000	91,000
Unemployed	2,000	1,000	1,000	1,000	1,000	2,000
Unemployment rate	2.5%	1.4%	0.8%	1.4%	1.4%	2.3%

Note: All the unemployment rates shown in the table are calculated by the Bureau of Labor Statistics using unrounded data. Because these labor force statistics are based on a sample survey, they are subject to sampling errors. Relatively small changes in employment and unemployment in the smaller artist occupations are often not statistically significant. For a more detailed discussion, see Research Division Report #16, Artists Employment and Unemployment 1971-1980, Appendix B, "Reliability of Current Population Survey (CPS) Statistics."

Source: National Endowment for the Arts, Research Division, "Artist Labor Force, Employment and Unemployment 1983-1992," Washington, D.C.

1989 Edition
Updates Table 6-3

Table 6-2.
Membership figures for selected writers' organizations in selected years, as listed in the *Encyclopedia of Associations*: 1984-1991

Organization	1984	1986	1988	1989	1991
American Literary Translators Association	400	600	800	1,000	1,000
American Science Fiction Association Regional/16 (a), State/50 (a)	12,000	26,200(b)	26,505(a)	NA	NA
American Writers Theatre Foundation	500	500	500	500	800
Associated Writing Programs	4,600	7,500	7,500	7,500	7,500
Authors League of America (includes Dramatists Guild, Authors Guild, and other groups)	11,000	12,500	13,500	14,700	14,700
(Authors Guild)	(6,000)	(6,000)	(6,000)	(6,500)	(6,500)
Children's Literature Association	900	900	1,000	1,000	1,000
Coordinating Council of Literary Magazines	400(a)	400(a)	400(a)	400(a)	400(a)
Council of Writers Organizations	22(a)	23(a)	23(a)	24(a)	22(a)
(Writers represented)	(b)	24,000	24,000	35,000	35,000
Feminist Writers Guild Local/16 (a)	1,000	1,000	1,000	1,000	Defunct
Haiku Society of America	200	200	200	500	550
International Black Writers Conference	NA	200	200	500	500
International Women's Writing Guild	6,000	6,000	6,000	6,000	6,000
Mystery Writers of America	1,500	1,500	1,500	2,200	2,400
National Association for the Preservation and Perpetuation of Storytelling	1,500	1,500	1,500	3,300	4,500
National Federation of State Poetry Societies State/42 (a), Local/170 (a)	7,500	7,500	7,500	7,500	7,500
National League of American Pen Women State/47 (a), Local/220 (a)	6,300	6,000	6,000	6,000	6,000
National Poetry Day Committee State/350 (a), Local/200 (a)	17,000	17,000	17,000	17,000	17,500
National Poetry Foundation	950	950	950	950	950
National Story League Regional/3 (a), State/45 (a), Local/2 (a)	1,000	1,000	1,000	15,000	15,000
Poetry Society of America	1,200	1,200	1,500	1,700	2,000
Romance Writers of America Regional/7 (a), Local/84 (a)	1,500	2,100	3,000	3,600	4,606
Science Fiction Writers of America	600	700	800	800	1,100
Small Press Writers of America (horror/science fiction writers)	220	247	400	400	800
Society of Children's Book Writers Regional/25 (a), Local/32 (a)	2,000	2,000	3,000	5,000	600
Western World Haiku Society	100	100	100	(c)	(c)
Western Writers of America	424	473	473	473	473
World Science Fiction Society	10,000	10,000	10,000	10,000	10,000

NA - Not available.

Note: Numbers of members of organizations do not necessarily represent the number of writers in all cases; some organizations include persons interested in a particular genre. In addition, "writers" who are members of most groups may or may not be published, and may be full-time, part-time, or occasional writers. There is no comparability in the way "members" are defined, membership year periods, or the time each organization compiled its data. In addition, there is no means of excluding overlapping membership (persons belonging to more than one organization), and this is by no means a comprehensive list of writers' organizations.

(a) Number indicates number of groups or organizations, not individual writers.

(b) Increase of more than 14,000 members from 1984 is the result of merger with two other organizations.

(c) Inactive.

Source: Encyclopedia of Associations, 1984, 18th edition, Denise S. Akey, Katherine Gruber, and Karin E. Koek, eds., Gale Research Company, Detroit, MI, 1983; Encyclopedia of Associations, 1986, 20th edition, Katherine Gruber, ed., Gale Research Company, Detroit, MI, 1985; and Encyclopedia of Associations, 1988, 22nd edition, Karin E. Koek and Susan B. Martin, eds., Gale Research Company, Detroit, MI, 1987; Encyclopedia of Associations, 1990, 24th edition, Deborah M. Burek, Karen E. Koek, and Annette Novallo, eds., Gale Research Company, Detroit, MI, 1989; Encyclopedia of Associations, 1992, 26 edition, Deborah M. Burek and Linda Irvin, eds., Grant J. Eldridge and Michael B. Huellmantel, Associate eds., Gale Research Company, Detroit, MI, 1991.

Table 6-3.
Earned degrees in English and literature conferred by institutions of higher education, by level of degree and gender of student: 1949-1950 to 1988-1989

Year	Bachelor's degrees			Master's degrees			Doctor's degrees		
	Total	Men	Women	Total	Men	Women	Total	Men	Women
1949-50......	17,240	8,221	9,019	2,259	1,320	939	230	181	49
1951-52......	14,058	5,798	8,260	1,922	1,043	879	284	237	47
1953-54......	12,545	4,726	7,819	1,674	862	812	356	290	66
1955-56......	14,385	5,526	8,859	1,892	969	923	382	323	59
1957-58......	16,631	6,733	9,898	2,319	1,207	1,112	333	280	53
1959-60......	20,128	7,580	12,548	2,931	1,458	1,473	397	314	83
1961-62......	24,334	8,531	15,803	3,514	1,702	1,812	486	390	96
1963-64......	32,614	10,943	21,671	4,443	2,015	2,428	556	441	115
1965-66......	39,015	13,196	25,819	6,265	2,854	3,411	699	540	159
1967-68......	47,977	15,700	32,277	7,916	3,434	4,482	977	717	260
1969-70......	56,400	18,644	37,756	8,480	3,309	5,171	1,205	832	373
1970-71......	57,026	19,000	38,026	8,935	3,485	5,450	1,441	1,021	420
1971-72......	55,991	19,169	36,822	8,714	3,356	5,358	1,591	1,056	535
1972-73......	52,478	18,544	33,934	8,151	3,203	4,948	1,631	1,040	591
1973-74......	47,343	17,091	30,252	7,906	3,192	4,714	1,616	1,006	610
1974-75......	40,297	14,727	25,570	7,620	2,932	4,688	1,507	884	623
1975-76......	35,432	13,252	22,180	7,217	2,775	4,442	1,511	856	655
1976-77......	31,996	11,816	20,180	6,513	2,436	4,077	1,318	718	600
1977-78......	29,732	10,837	18,895	6,351	2,292	4,059	1,265	670	595
1978-79......	27,720	9,776	17,944	5,522	2,015	3,507	1,137	600	537
1979-80......	26,638	9,032	17,606	5,122	1,857	3,265	1,131	594	537
1980-81......	26,006	8,788	17,218	4,948	1,793	3,155	1,047	494	553
1981-82......	26,152	8,692	17,460	4,809	1,698	3,111	974	455	519
1982-83......	25,632	8,550	17,082	4,350	1,538	2,812	890	416	474
1983-84......	26,419	8,723	17,696	4,403	1,566	2,837	941	421	520
1984-85......	26,536	8,862	17,674	4,571	1,590	2,981	943	426	517
1985-86......	27,360	9,150	18,210	4,923	1,740	3,183	937	405	532
1986-87......	28,822	9,576	19,246	4,876	1,743	3,133	896	387	509
1987-88 (a)..	30,839	9,959	20,880	4,888	1,683	3,205	942	409	533
1988-89 (b)..	33,968	10,875	23,093	5,281	1,811	3,470	932	420	512

Note: English literature field includes degrees conferred in general English, English literature, comparative literature, classics, creative writing, composition, American literature, and technical and business writing.

(a) Revised from previously published data.

(b) Preliminary data.

Source: U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys. (1949-1985) U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics, 1988, U.S. Government Printing Office, Washington, D.C., September 1988, table 195, p. 233; (1986-87, 1987-88, 1988-89) U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics, 1991, "Degrees and Other Formal Awards Conferred" Surveys, and Integrated Postsecondary Education Data System (IPEDS), "Completions" survey. (This table was prepared February 1991), Washington, D.C., table 260, p. 278.

Methodological note: Although a strenuous effort has been made to provide a consistent series of data, minor changes have occurred over time in the way degrees are classified and reported. Any degrees classified in early surveys as "first-professional" are included above with bachelors degrees; any degrees classified as "second-professional" or "second-level" are included with masters degrees. Data for all years are for 50 States and the District of Columbia.

Table 6-4.
Number of creative writing programs included in Associated Writing Programs (AWP) *Offical Guide to Writing Programs*: 1975, 1984, 1989, and 1991

Formal degree-granting programs:	1975	1984	1989	1991
Associate of Arts (AA)....................	(a)	(a)	5	5
Bachelor of Arts (BA) with concentration in writing................................	24	155	260	260
Bachelor of Fine Arts (BFA)..............	3	10	8	8
Bachelor of Science (BS) with concentration in writing...........................	(a)	(a)	10	10
Bachelor of Science and Education (BSE)..	(a)	(a)	2	2
Master of Arts (MA).......................	32	99	177	160
Master of Fine Arts (MFA)................	15	31	48	50
Master's in English Teaching (MAET)......	(a)	(a)	1	1
Master's in Professional Writing (MPW)...	(a)	(a)	1	1
Master of Science (MS)...................	(a)	(a)	4	4
Master's in Technical and Science Communication (MTSC)......................	(a)	(a)	1	1
Doctor of Philosophy (PhD) (with creative dissertation).............	5	20	33	26
Doctor of Arts (DA)......................	1	5	6	6
Total degree-granting programs...........	81	320	328	328
Programs not granting degrees (b)........	57	80	1	1

Note: In 1975, 1984, 1989, and 1991, Associated Writing Program (AWP) conducted a survey of institutions granting formal degrees in creative writing. In some cases, the institutions listed the program under literature or arts rather than as "creative writing," but the content of the program was actually creative writing. These programs were included where known. Includes programs in the United States and Canada. Increases in this table may reflect change in reporting practices as well as growth in programs.

(a) Not a separate category in this year.

(b) Content of this category varies from year to year.

Source: Data provided by Gale Arnoux, Acting Executive Director. Associated Writing Programs (AWP), Old Dominion University, Norfolk, VA, November, 1989.

1989 Edition
Updates Table 6-15

Table 6-5.
Summary of Authors Guild surveys of book contract provisions: 1976-1989 (continued on next page)

Book contract provisions	Survey VI/V (1976)	Survey IX (1981)	Survey XII (1984)	Survey XIII (1985)	Survey XIV (1986/87)	Survey XV (1988/89) (a)
Number of contracts	(282)	(305)	(299)	(256)	(315)	(363)
Range of advances			(percent)			
No advance	5.3	1.0	3.7	1.2	3.2	2.2
Under $5,000	28.7	12.8	9.4	12.1	11.7	10.2
$5,000 to 9,999	28.0	19.7	15.7	20.7	20.6	16.3
$10,000 to 19,999	18.1	21.6	20.1	28.5	17.5	18.7
$20,000 to 39,999	10.3	12.8	18.7	15.6	19.7	19.6
Over $40,000	7.1	8.5	15.4	21.9	25.4	32.8
Not answered/unclear	2.5	23.6	17.0	NA	1.9	.2
	100.0	100.0	100.0	100.0	100.0	100.0
Royalty provisions						
Common royalty or equivalent (b)	56.0	63.0	56.4	61.7	54.3	58.1
Better royalty provisions (c)	28.9	15.8	19.4	12.9	14.9	14.8
Worse royalty provisions (d)	10.1	17.3	21.2	23.1	20.6	17.4
Other/no answer	5.0	3.9	3.0	2.3	10.2	9.7
	100.0	100.0	100.0	100.0	100.0	100.0
Hardcover royalty rates						
10 percent (5,000); 12 1/2 percent (5,000); 15 percent	56.0	63.0	54.5	61.3	54.0	58.1
10 percent (5,000); 12 1/2 percent (2,500); 15 percent	9.9	4.3	3.0	2.0	2.5	1.1
15 percent all copies	10.3	8.2	13.4	6.6	8.9	9.6
More than 15 percent, all copies	NA	NA	NA	.8	NA	NA
Other royalties based on list price						
Better	8.9	3.3	3.0	3.5	3.5	4.1
Worse	8.9	16.0	18.8	21.0	20.6	17.4
Even	NA	NA	2.0	.4	.3	NA
Royalties based on publishers' receipts	1.4	1.3	2.0	2.0	5.4	2.8
Special arrangements	NA	NA	NA	.4	NA	.6
Not answered/unclear	4.6	3.9	3.3	2.0	4.8	6.3
	100.0	100.0	100.0	100.0	100.0	100.0

NA - No responses or less than .1 percent.

(a) Preliminary data.

(b) The most common royalty rate is 10 percent on the first 5,000 copies sold; 12 1/2 percent on the next 5,000 copies sold; and 15 percent on all copies sold after the first 10,000.

(c) The more favorable (formerly "better") royalty provisions are 10 percent on the first 5,000 copies sold; 12 1/2 percent on the next 2,500 copies sold; and 15 percent on all copies sold after 7,500. Better royalty agreements included here also include 15 percent on all copies sold.

(d) Includes all royalty provisions offering smaller percentages to authors based on publisher's net income from the sale of a book.

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Table 6-5.
Summary of Authors Guild surveys of book contract provisions: 1976-1989 (continued from previous page)

Book contract provisions	Survey VI/V (1976)	Survey IX (1981)	Survey XII (1984) (e)	Survey XIII (1985)	Survey XIV (1986/87)	Survey XV (1988/89)
Author's share of mass market proceeds			(percent)			
50 percent share..........................	69.9	67.9	60.9	60.7	54.6	43.8
Other clauses with escalations...........	12.4	14.1	10.4	9.9	5.4	6.1
60 percent share..........................	2.1	1.6	2.3	.4	2.9	3.6
Over 60 percent share.....................	1.1	1.3	.7	.8	1.6	.6
Full royalty..............................	5.3	6.2	8.0	1.6	NA	NA
Less than 50 percent or 50 percent of net.	NA	NA	NA	.8	NA	NA
Hard/soft arrangement only................	NA	NA	NA	NA	15.6	14.3
Hard/soft arrangement or 50 percent share.	NA	NA	NA	NA	1.0	.8
Special arrangements......................	NA	NA	NA	NA	3.8	1.7
Not answered/unclear......................	9.2	8.9	17.7	25.8	15.1	29.1
	100.0	100.0	100.0	100.0	100.0	100.0

NA - No responses or less than .1 percent.

(e) 1984 data not included in survey XV (1988/89).

Source: Unpublished galley proofs provided by Peggy Randall, "Guild Releases Number XV in Series of Trade Book Contract Surveys," New York, NY, December 1991..

Methodological note: The report of the Authors Guild Book Contract Committee on the fifteenth (1988-89) survey of trade book publishing contracts is based on responses on 363 contracts -- 141 nonfiction, 213 fiction, and 9 poetry, and includes, for a second time, data collected on all trade paperback contracts and hard/soft (hardcover and mass market) agreements with the same publisher. The combined data include 84 publishers or imprints, of which 37 are controlled by 13 conglomerate publishing/information companies. Eleven university presses and 22 small presses are also included. Of the 363 contracts, 307 (84.6 percent) were negotiated by an agent or an attorney (111 nonfiction, 191 fiction, 5 poetry), as compared to 56 (15.4 percent) negotiated by the author alone. The numbers of contracts for earlier surveys were as follows: Survey XIV (1986-87), 315 contracts; Survey XII (1985), 256 contracts; Survey XII (1984), 299 contracts, Survey IX (1981), 305 contracts; Survey VI\V (1976), 282 contracts. The percent of contracts negotiated by agents has remained between 70 and 86 percent throughout this series of surveys. Because of the significant changes in the Consumer Price Index between 1976 and 1985, a 1976 dollar was worth only $0.53 in 1985. To compare data in the 1976 survey with those in the 1985 survey, the brackets should be indexed up one bracket, with "Over $40,000" comparable to "Over $75,000" in the 1985 survey (not shown). These data are meant to provide authors with information on recent trends in publishing contract negotiations, and are not meant to define precise royalty agreements, advances, or other financial terms the author should seek in his or her negotiations with a particular publisher.

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See Table 6-16 for 1987 data

Table 6-6.
Summary of contract provisions for fiction, nonfiction poetry, and books, in contracts negotiated by authors' representatives or not represented, Authors Guild survey: 1988-1989

	Number of contracts							
	Negotiated by representatives			Not represented				
Contract provisions	Fiction	Non-fiction	Poetry	Fiction	Non-fiction	Poetry	Total number	Percent
Range of advances								
No advance..................................	3	1	0	2	1	1	8	2.2
Under $5,000................................	14	6	1	9	5	2	37	10.2
$5,000 to 9,999.............................	38	7	2	4	7	1	59	16.3
$10,000 to 19,999...........................	34	22	0	2	10	0	68	16.7
$20,000 to 39,999...........................	33	30	0	2	6	0	71	19.6
$40,000 to $74,999..........................	21	17	1	0	0	0	39	10.7
$75,000 to $100,000.........................	15	10	1	1	1	0	28	7.7
Over $100,000...............................	32	18	0	2	0	0	52	14.3
Not answered/unclear........................	1	0	0	0	0	0	1	0.3
Total.......................................	191	111	5	22	30	4	363	100.0
Hardcover royalty rates								
10 percent (5,000); 12 1/2 percent (5,000); 15 percent................................	119	63	2	13	12	2	211	58.1
10 percent (5,000); 12 1/2 percent (2,500); 15 percent................................	2	2	0	0	0	0	4	1.1
15 percent all copies.......................	23	9	0	2	1	0	35	9.6
Other royalties based on list price.........	31	26	3	2	15	1	78	21.5
Royalties based on publisher's receipts.....	1	5	0	3	1	0	10	2.8
Special arrangements........................	0	1	0	1	0	0	1	0.6
Not answered/unclear........................	14	6	0	1	1	1	23	6.3
Total.......................................	190	112	5	22	30	4	363	100.0
Author's share of mass market proceeds								
50 percent share............................	86	47	3	9	13	1	159	43.8
Other clauses increasing author's share.....	14	6	0	0	2	0	22	6.1
60 percent share............................	10	3	0	0	0	0	13	3.6
Over 60 percent share.......................	0	1	0	1	0	0	2	0.6
Hard/soft arrangement only..................	37	10	0	5	0	0	52	14.3
Hard/soft arrangement or 50 percent share...	1	1	0	1	0	0	3	0.8
Special arrangements........................	3	2	0	1	0	0	6	1.7
Not answered/unclear........................	41	41	2	5	15	2	106	29.1
Total.......................................	192	111	5	22	30	3	363	100.0

Note: See table 6-15 for methodological note.

Source: Unpublished galley proofs provided by Peggy Randall, "Guild Releases Number XV in Series of Trade Book Contract Surveys," New York, NY, December 1991.

1989 Edition
Updates Table 6-22
See tables 6-17 to 6-21 for historical data

Table 6-7.
Copyright registration, by subject matter: 1985-1989

Subject matter of copyright	1985	1986	1987	1988	1989
	(in thousands)				
Total	539.8	561.0	582.2	565.3	618.3
Monographs (a)	154.5	148.2	153.9	158.1	153.8
Semiconductor chip products	0.9	1.0	1.0	0.9	1.2
Serials	120.0	130.0	131.0	114.0	133.9
Sound recordings	22.7	29.0	31.9	28.6	28.3
Renewals	43.8	45.3	45.5	43.8	38.6
Musical works (b)	147.9	156.3	161.6	159.5	197.2
Works of the visual arts (c)	50.0	51.2	57.1	60.4	66.2

Note: For years ending September 30. Numbers comprise claims to copyright registered for both U.S. and foreign works.

(a) Includes computer software/and machine-readable works.

(b) Included in the category Musical works: dramatic works, accompaning music, choreography, pantomimes, motion pictures and filmstrips.

(c) Two-dimensional works of fine and graphic art, including prints and art reproductions; sculptural works; technical drawings and models; photographs; commercial prints and labels; works of applied arts, cartographic works, and multimedia works.

Source: The Library of Congress, Annual Report, Washington, D.C., 1985-1987.
As included in: (1985-1987) U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 917, p. 550. (1988-1989) The Library of Congress, Annual Report. As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 936, p. 562.

1989 Edition

Updates Table 6-25

See tables 6-23 to 6-25 for historical data

Table 6-8a.
New books and new editions published domestically in selected years, by subject: 1970-1989

Subject	New books and new editions (a)									
	1970	1975	1980	1982	1984	1985	1986	1987	1988	1989 (b)
Total	36,071	39,372	42,377	(c) 46,935	51,058	50,070	52,637	56,057	55,483	45,718
Agriculture	265	456	461	439	507	536	564	652	666	469
Art	1,169	1,561	1,691	1,722	1,836	1,545	1,697	1,693	1,602	1,320
Biography	1,536	1,968	1,891	1,752	2,098	1,953	2,152	2,259	2,250	1,886
Business	797	820	1,185	1,327	1,696	1,518	1,604	1,462	1,647	1,361
Education	1,178	1,038	1,011	1,046	1,052	1,085	1,029	1,081	1,113	892
Fiction	3,137	3,805	2,835	5,419	5,413	5,105	5,578	6,298	5,564	5,103
General reference	846	1,113	1,643	2,398	3,021	2,905	2,484	2,620	2,475	1,939
History	1,995	1,823	2,220	2,177	2,257	2,327	2,471	2,882	3,260	2,227
Home economics	321	728	879	1,099	1,306	1,228	1,103	1,168	1,075	814
Juvenile	2,640	2,292	2,859	3,049	3,128	3,801	4,516	4,642	4,954	4,735
Language	472	438	529	576	670	632	668	699	628	504
Law	604	915	1,102	1,451	1,406	1,349	1,365	1,544	1,343	915
Literature	3,085	1,904	1,686	1,742	2,006	1,964	2,145	2,358	2,272	1,991
Medicine	1,476	2,282	3,292	3,229	3,554	3,579	3,445	3,995	3,900	2,939
Music	404	305	357	346	387	364	356	352	329	335
Philosophy, psychology	1,280	1,374	1,429	1,465	1,554	1,559	1,669	1,845	1,955	1,776
Poetry and drama	1,474	1,501	1,179	1,049	1,164	1,166	1,278	1,236	1,270	992
Religion	1,788	1,773	2,055	2,075	2,482	2,564	2,788	2,850	2,746	2,151
Science	2,358	2,942	3,109	3,124	3,236	3,304	3,360	3,658	3,743	2,795
Sociology, economics	5,912	6,590	7,152	7,449	7,794	7,441	7,912	8,115	8,247	6,835
Sports, recreation	799	1,225	971	1,191	1,299	1,154	1,192	1,263	1,099	905
Technology	1,141	1,720	2,337	2,328	2,639	2,526	2,698	2,756	2,694	2,251
Travel	1,394	794	504	482	551	465	543	629	669	586

Note: This table comprises new books (those published for the first time), and new editions (those with changes in text or format). Not included are government publications, books sold only by subscription, dissertations, periodicals and quarterlies, and pamphlets under 49 pages.

(a) Prior to 1980, book entries comprised all titles submitted for listing in Bowker's Weekly Record during a calendar year. Beginning in 1980, listings cover those titles issued six months in advance of purchase.

(b) Preliminary data.

(c) Increase is due largely to a major improvement in the recording of paperbound books.

Source: (1970-1986) R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 370, p. 214.
(1987) R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1990, 110th edition, Washington, D.C., 1990, table 385, p. 227; (1988-1989) R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 395, p. 233.

See Table 6-25 for related data

Table 6-8b.
New books and new editions imported in selected years, by subject: 1980-1989

Subject	Imports						
	1980	1984	1985	1986	1987	1988	1989 (a)
Total	5,390	6,337	7,304	7,749	8,229	8,722	6,161
Agriculture	104	103	118	124	135	129	82
Art	157	61	166	168	128	154	113
Biography	126	240	216	188	173	190	112
Business	74	140	196	159	154	194	128
Education	133	190	211	220	276	239	209
Fiction	71	164	171	247	291	287	93
General reference	132	268	329	346	382	372	268
History	296	324	395	384	482	509	312
Home economics	40	41	41	42	39	36	26
Juvenile	58	69	92	112	109	104	59
Language	134	179	216	334	201	206	160
Law	112	158	170	190	225	191	140
Literature	183	238	267	261	295	330	233
Medicine	671	508	598	665	757	779	588
Music	35	54	70	(b) 66	66	74	67
Philosophy, psychology	218	211	267	263	331	275	297
Poetry and drama	120	174	220	216	180	224	131
Religion	94	160	173	141	163	162	137
Science	1,069	1,032	1,242	1,214	1,302	1,396	1,012
Sociology, economics	1,050	1,373	1,559	1,635	1,736	1,825	1,348
Sports, recreation	85	137	107	110	97	97	68
Technology	373	454	419	618	651	897	545
Travel	55	61	61	46	56	52	33

Note: This table comprises new books (those published for the first time), and new editions (those with changes in text or format). Not included are government publications, books sold only by subscription, dissertations, periodicals and quarterlies, and pamphlets under 49 pages.

(a) Preliminary data.

(b) Revised since originally published.

Source: (1986-1987) R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 385 p. 227.
(1988-1989) R. R. Bowker Co., New York, NY, Publishers Weekly (copyright by Reed Publishing).
As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, Washington, D.C., 1991, table 395, p. 233.

1989 Edition
Updates Table 6-26

Table 6-9.
Number of employees and earnings of production workers in printing and publishing industry, selected years: 1970-1989 (continued on next page)

Industry	1970	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Printing and publishing total (a)																
Employees (in thousands)..............	1,106	1,083	1,080	1,109	1,181	1,243	1,252	1,266	1,269	1,296	1,372	1,428	1,457	1,507	1,561	1,564
Production workers (in thousands).....	682	624	630	639	665	702	699	698	698	710	756	789	817	842	874	868
Average hourly earnings (dollars) (b).	3.92	5.38	5.69	6.09	6.47	6.91	7.53	8.18	8.75	9.11	9.40	9.71	9.99	10.28	10.52	10.88
Newspapers																
Employees (in thousands)..............	373	377	383	393	406	421	420	422	418	428	441	451	458	471	475	473
Production workers (in thousands).....	181	168	167	165	165	169	164	162	158	161	166	169	170	173	171	166
Average hourly earnings (dollars) (b).	4.24	5.81	6.30	6.67	6.87	7.25	7.72	8.35	8.88	9.22	9.51	9.77	10.02	10.22	10.49	10.85
Periodicals																
Employees (in thousands)..............	75	68	70	72	79	82	90	96	98	100	107	113	115	121	130	129
Production workers (in thousands).....	25	12	19	20	15	14	16	19	21	22	24	29	40	45	47	46
Average hourly earnings (dollars) (b).	4.18	5.13	5.81	6.26	5.87	6.38	7.16	7.80	8.86	9.56	10.06	10.20	10.63	10.72	10.99	11.51

(a) Includes industries not shown separately.

(b) Average for production workers only.

Table 6-9.
Number of employees and earnings of production workers in printing and publishing industry, selected years: 1970-1989 (continued from previous page)

Industry	1970	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Books																
Employees (in thousands)..............	99	98	88	90	103	103	101	100	102	98	102	107	109	111	116	120
Production workers (in thousands).....	54	48	47	47	52	53	52	51	51	49	50	54	59	59	62	64
Average hourly earnings (dollars) (b).	3.51	4.64	4.95	5.30	5.70	6.13	6.76	7.49	8.07	8.38	8.50	8.70	9.02	9.35	9.48	9.71
Commercial printing																
Employees (in thousands)..............	357	348	359	367	379	412	410	417	425	437	468	489	508	528	554	546
Production workers (in thousands).....	276	262	270	275	280	306	304	307	311	319	343	356	369	382	404	397
Average hourly earnings (dollars) (b).	3.97	5.46	5.68	6.14	6.69	7.16	7.85	8.50	9.04	9.40	9.69	10.05	10.27	10.56	10.78	11.14
Blankbooks and bookbinding																
Employees (in thousands)..............	59	55	50	52	61	65	62	63	61	65	69	70	73	73	77	76
Production workers (in thousands).....	48	45	41	42	50	54	51	51	49	52	56	57	59	58	61	59
Average hourly earnings (dollars) (b).	2.99	4.10	4.39	4.71	4.97	5.31	5.78	6.31	6.76	7.17	7.38	7.63	7.87	8.17	8.39	8.68

(b) Average for production workers only.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Employment Hours and Earnings, United States, 1909-84, Volume I, Washington, D.C., March 1985; and 1987 Supplement. Tables taken from: (1970) U.S. Bureau of the Census, Statistical Abstract of the United States, 1971, Washington, D.C., 1971, table 345; (1975, 1985) U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 672; (1976, 1977) U.S. Bureau of the Census, Statistical Abstract of the United States, 1978, Washington, D.C., 1978, table 676; (1978) U.S. Bureau of the Census, Statistical Abstract of the United States, 1979, Washington, D.C., 1979, table 681; (1979) U.S. Bureau of the Census, Statistical Abstract of the United States, 1980, Washington, D.C., 1980, table 692; (1981) U.S. Bureau of the Census, Statistical Abstract of the United States, 1982/83, Washington, D.C., 1982, table 661; (1982) U.S. Bureau of the Census, Statistical Abstract of the United States, 1984, Washington, D.C., 1983, table 707; (1983) U.S. Bureau of the Census, Statistical Abstract of the United States, 1985, Washington, D.C., 1984, table 690; (1984) U.S. Bureau of the Census, Statistical Abstract of the United States, 1986, Washington, D.C., 1985, table 694; (1986) U.S. Bureau of the Census, Statistical Abstract of the United States, 1988, Washington, D.C., 1987, table 642; (1987) U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 657; (1988) U.S. Bureau of Labor Statistics, Employment and Earnings, Monthly. As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1990, 110th edition, Washington, D.C., 1990, table 662, p. 403. (1980, 1985, 1989) U.S. Bureau of Labor Statistics, Employment and Earnings. As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 669, p. 409.

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Table 6-10.
Association of American Publishers data on amount of estimated book publishing industry sales by category in selected years: 1972-1989

Category	1972	1977	1982	1986	1987			1988		1989 (preliminary)	
	Dollar amount	Dollar amount	Dollar amount	Dollar amount	Dollar amount	Percent change from 1986	Percent change from 1982	Dollar amount	Percent change from 1987	Dollar amount	Percent change from 1988
					(in millions of dollars)						
Trade (total)	444.8	887.2	1,513.0	2,340.6	2,712.8	15.9	79.3	3,036.4	11.9	3,623.5	19.3
Adult hardbound	251.5	501.3	770.8	1,146.4	1,350.6	17.8	75.2	1,433.0	6.1	1,745.4	1.8
Adult paperbound*	82.4	223.7	458.2	647.8	727.1	12.2	58.7	852.2	17.2	976.6	14.6
Juvenile hardbound	106.5	136.1	206.9	415.0	478.5	15.3	131.3	558.4	16.7	665.1	19.1
Juvenile paperbound	4.4	26.1	77.1	131.4	156.6	19.2	103.1	192.8	23.1	236.4	22.6
Religious (total)	117.5	250.6	425.5	572.7	638.8	11.5	50.1	675.9	5.8	737.1	9.1
Bibles, testaments, hymnals, and prayerbooks	61.6	116.3	149.1	163.6	177.6	8.6	19.1	185.9	4.7	201.0	8.1
Other religious	55.9	134.3	276.4	409.1	461.2	12.7	66.9	490.0	6.2	537.1	9.4
Professional (total)	381.0	698.2	1,536.4	2,076.5	2,207.3	6.3	437	2,411.9	9.3	2,592.8	7.5
Business	192.2	286.3	224.2	352.5	388.8	10.3	73.4	446.0	14.7	NA	NA
Law	NA	NA	560.9	732.4	780.0	6.5	39.1	833.0	6.8	NA	NA
Medical	57.0	162.6	287.2	390.1	406.5	4.2	41.5	445.9	9.7	NA	NA
Technical, scientific, and other professional	131.8	249.3	464.1	601.5	632.0	5.1	36.2	687.0	8.7	NA	NA
Book Clubs	240.5	406.7	522.9	608.2	678.7	11.6	29.8	690.2	1.7	704.0	2.0
Mail order publications	198.9	396.4	568.6	650.4	657.6	1.1	15.7	697.7	6.1	796.8	14.2
Mass market paperback rack-sized	250.0	487.7	703.4	809.3	913.7	12.9	29.9	1,006.9	10.2	1,094.5	8.7
University presses	41.4	56.1	125.4	159.4	170.9	7.2	36.3	198.1	15.9	227.0	14.6
Elementary and secondary text	497.6	755.9	1,108.2	1,595.1	1,695.6	6.3	53.0	1,783.8	5.2	1,983.6	11.2
College text	375.3	649.7	1,206.1	1,436.1	1,549.5	7.9	28.5	1,716.8	10.8	1,842.1	7.3
Standardized tests	26.5	44.6	70.4	97.3	104.0	6.9	47.7	111.4	7.1	119.4	7.2
Subscription reference	278.9	294.4	306.9	410.9	437.6	6.5	42.6	473.9	8.3	509.4	7.5
AV and other media (total)	116.2	151.3	148.0	211.1	213.0	0.9	43.9	207.9	-2.4	NA	NA
Elhi	101.2	131.4	130.1	177.4	174.7	-1.5	34.3	166.7	-4.6	NA	NA
College	9.2	11.6	7.9	13.5	15.1	11.9	91.1	15.0	-0.7	NA	NA
Other	5.8	8.3	10.0	20.2	23.2	14.9	132.0	26.2	12.9	NA	NA
Other sales	49.2	63.4	162.1	196.2	210.8	7.4	30.0	218.2	3.5	NA	NA
Total	3,017.8	5,142.2	8,396.9	11,163.8	12,190.3	9.2	45.2	13,229.1	8.5	14,665.2	10.9

NA - Not available.

*Includes nonrack-sized sales by mass market publishers of $113.5 million in 1982, and of $172.9 million in 1986.

Source: Association of American Publishers, Annual Statistics, various years. (1972 and 1977) As included in Bowker Annual of Library and Book Trade Information, 31st edition, Joanne O'Hare, ed., R. R. Bowker Company, New York, NY, 1986, table 1, p. 430; (1982-1989) As included in Bowker Annual Library and Book Trade Almanac, 35th edition, 1990-91, Filomena Simora, Patricia Harris, eds, Margaret M. Spier, pub., R. R. Bowker Company, New York, NY, table 1.

Methodological note: The Association of American Publishers (AAP) figures are estimates based on the U.S. Census of Manufacturers taken every 5 years; the 1987 preliminary census report was released in August 1989. Between censuses, the AAP makes its own projections and certain major adjustments--notably to include the books of universities presses and other not-for-profit publishers that are not covered by the census. AAP's final figures for 1989 were not completed when the Bowker Annual went to press, but the association released preliminary summarized estimates. Those estimates are based in part on the AAP monthly sales report for December and other data.

See Table 6-28a for 1982-1988 data

Table 6-11.
Book Industry Study Group figures on estimated amount of book publishing industry sales by category: 1985-1990 (continued on next page)

Category	1985	1986	1987	1988	1989	1990
			(in millions of dollars)			
Trade-total	2,210.9	2,340.6	2,712.8	3,036.4	3,623.5	3,892.8
Adult-total	1,735.3	1,794.2	2,077.7	2,285.2	2,722.0	2,871.7
Hardbound	1,113.0	1,146.4	1,350.6	1,433.0	1,745.4	1,808.2
Paperbound	622.3	647.8	727.1	852.2	976.6	1,063.5
Juvenile-total	475.6	546.4	635.1	751.2	901.5	1,021.1
Hardbound	358.7	415.0	478.5	558.4	665.1	761.5
Paperbound	116.9	131.4	156.6	192.8	236.4	259.6
Religious-total	536.7	572.7	638.8	675.9	737.1	788.0
Hardbound	319.9	349.5	399.1	431.2	473.4	507.0
Paperbound	216.8	223.2	239.7	244.7	263.7	281.0
Bibles, testaments, etc.	156.3	163.6	177.6	185.9	201.0	229.9
Other religious	380.4	409.1	461.2	490.0	536.1	558.1
Professional-total	1,928.0	2,076.5	2,207.3	2,411.9	2,592.8	2,765.9
Hardbound	1,396.3	1,508.3	1,606.6	1,756.4	1,891.3	2,016.4
Paperbound	531.7	568.2	600.7	655.5	701.5	749.5
Business	321.3	352.5	388.8	446.0	481.7	527.9
Law	685.8	732.4	780.0	833.0	883.0	947.5
Medical	363.6	390.1	406.5	445.9	490.5	526.3
Technical, scientific, other	557.3	601.5	632.0	687.0	737.6	764.2
Book Clubs-total	598.0	608.2	678.7	690.2	704.0	725.1
Hardbound	468.2	475.5	545.2	552.9	563.2	577.3
Paperbound	129.8	132.7	133.5	137.3	140.8	147.8
Mail order publications	629.6	650.4	657.6	697.7	796.8	731.4
Mass market-rack-sized	803.7	809.3	913.7	1,006.9	1,094.5	1,148.6
University Press-total	146.8	159.4	170.9	198.1	227.0	245.8
Hardbound	107.0	115.9	123.7	143.0	163.1	172.9
Paperbound	39.8	43.5	47.2	55.1	63.9	72.9
Elementary and High School (ELHI)-total	1,472.9	1,595.1	1,695.8	1,783.8	1,983.6	2,025.8
Hardbound	854.3	953.9	1,014.6	1,022.1	1,090.8	1,115.4
Paperbound	618.6	641.2	681.2	761.7	892.8	910.4
College-total	1,358.4	1,436.1	1,549.5	1,716.8	1,842.1	1,991.3
Hardbound	1,051.4	1,085.7	1,145.8	1,239.5	1,300.5	1,396.7
Paperbound	307.0	350.4	403.7	477.3	541.6	594.6
Standardized tests	90.6	97.3	104.0	111.4	119.4	127.6
Subscription reference	390.2	410.9	437.6	473.9	509.4	540.5
Total (excluding student tests)	10,075.2	10,659.2	11,662.7	12,691.6	14,110.8	14,855.2
Total (including student tests)	10,165.8	10,756.5	11,766.7	12,803.0	14,230.2	14,982.8

Source: Book Industry Study Group, Inc., Book Industry Trends, 1990, 1991, Dr. Robert F. Winter, Statistical Service Center, Editor, New York, NY, 1991, p. 2-4.

See Table 6-28a for 1982-1988 data

Table 6-11.
Book Industry Study Group figures on estimated amount of book publishing industry sales by category: 1985-1990 (continued from previous page)

Methodological note: Data are based on the U.S. Census of Manufacturers for Book Publishing and other sources. The authors note the following about the methodology:

The Book Industry Study Group independently estimated publishers' sales for 1982 and for 1987 (Census years), and after committee review, then ratioed the earlier TRENDS estimates to match these benchmark values, preserving the pattern of year-to-year changes. At the same time, the views, advice, and estimates of dozens of industry people, companies, and associations, as well as all available data, direct and indirect, were consulted. Where the prior TRENDS values seemed at odds with the available information, revisions were made. All of the material in this Update, as well as that of the September 1989 Update, should be regarded as preliminary in nature, and all TRENDS data will continue to be reviewed as the forecasts of the early 1990s are added to our new database.

Adjustments aside, the "tie" to the Census every fifth year is quite important as there must be a consistent check on the TRENDS estimates. Otherwise the estimates might, after a number of years of "push-forwarding," have little resemblance to the book industry.

Although the Census is the acknowledged source of the TRENDS data, the data does not generally match the published figures in the Census as a number of adjustments have been made. These are documented more fully in the Annual TRENDS volume, and include, among others the allocation of "other" and "not elsewhere classified" categories to the specified detail; adjustments to University Presses and other categories for not-for-profit publishing organizations are not required to furnish the Census with data; allowances for very small publishers who were not given the opportunity to participate in the 1987 Census--this is being addressed for the 1992 Census; adjustments for Canadian publishers printing and selling in the U.S.--treated as SIC 2732 (Book Printing) by the Census; and for book publishing by nontraditional sources. The adjustments, detailed in TRENDS, include information from, and suggestions by, many people in particular segments of the publishing industry.

See Table 6-28b for 1982-1988 data

Table 6-12.
Book Industry Study Group figures on percentage distribution of estimated book publishing industry sales by category: 1985-1990

Category	1985	1986	1987	1988	1989	1990
	(percent of dollar value of sales)					
Trade-total	21.7	21.8	23.1	23.7	25.5	26.0
Adult-total	17.1	16.7	17.7	17.8	19.1	19.2
Hardbound	10.9	10.7	11.5	11.2	12.3	12.1
Paperbound	6.1	6.0	6.2	6.7	6.9	7.1
Juvenile-total	4.7	5.1	5.4	5.9	6.3	6.8
Hardbound	3.5	3.9	4.1	4.4	4.7	5.1
Paperbound	1.1	1.2	1.3	1.5	1.7	1.7
Religious-total	5.3	5.3	5.4	5.3	5.2	5.3
Hardbound	3.1	3.2	3.4	3.4	3.3	3.4
Paperbound	2.1	2.1	2.0	1.9	1.9	1.9
Bibles, Testaments, etc.	1.5	1.5	1.5	1.5	1.4	1.5
Other religious	3.7	3.8	3.9	3.8	3.8	3.7
Professional-total	19.0	19.3	18.8	18.8	18.2	18.5
Hardbound	13.7	14.0	13.7	13.7	13.3	13.5
Paperbound	5.2	5.3	5.1	5.1	4.9	5.0
Business	3.2	3.3	3.3	3.5	3.4	3.5
Law	6.7	6.8	6.6	6.5	6.2	6.3
Medical	3.6	3.6	3.5	3.5	3.4	3.5
Technical, scientific and other	5.5	5.6	5.4	5.4	5.2	5.1
Book Clubs-total	5.9	5.7	5.8	5.4	4.9	4.8
Hardbound	4.6	4.4	4.6	4.3	4.0	3.9
Paperbound	1.3	1.2	1.1	1.1	1.0	1.0
Mail order publications	6.2	6.0	5.6	5.4	5.6	4.9
Mass market-rack-sized	7.9	7.5	7.8	7.9	7.7	7.7
University Press-total	1.4	1.5	1.5	1.5	1.6	1.6
Hardbound	1.1	1.1	1.1	1.1	1.1	1.2
Paperbound	0.4	0.4	0.4	0.4	0.4	0.5
Elementary and High School (ELHI)-total	14.5	14.8	14.4	13.9	13.9	13.5
Hardbound	8.4	8.9	8.6	8.0	7.7	7.4
Paperbound	6.1	6.0	5.8	5.9	6.3	6.1
College-total	13.4	13.4	13.2	13.4	12.9	13.3
Hardbound	10.3	10.1	9.7	9.7	9.1	9.3
Paperbound	3.0	3.3	3.4	3.7	3.8	4.0
Standardized tests	0.9	0.9	0.9	0.9	0.8	0.9
Subscription reference	3.8	3.8	3.7	3.7	3.6	3.6
Total (including standardized tests)	100.0	100.0	100.0	100.0	100.0	100.0

Note: See table 6-11a for methodological note.

Source: Book Industry Study Group, Inc., Book Industry Trends, 1990, 1991, Dr. Robert F. Winter, Statistical Service Center, Editor, New York, NY, p. 2-6.

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See Table 6-29 for 1982-1988 data

Table 6-13.
Book Industry Study Group figures on estimated book publishing unit sales by category: 1985-1990

Category	1985	1986	1987	1988	1989	1990
	(in millions of units sold)					
Trade-total	576.6	586.0	600.2	633.6	710.8	730.7
Adult-total	376.7	368.6	373.5	381.5	421.2	420.4
Hardbound	188.9	183.9	196.4	192.9	220.7	215.3
Paperbound	187.8	184.7	177.1	188.6	200.5	205.1
Juvenile-total	199.9	217.4	226.7	252.1	289.6	310.3
Hardbound	105.4	119.5	134.8	153.5	177.6	194.2
Paperbound	94.5	97.9	91.9	98.6	112.0	116.1
Religious-total	141.5	141.2	135.5	128.0	131.7	137.7
Hardbound	47.1	49.5	48.8	47.7	49.6	51.8
Paperbound	94.4	91.7	86.7	80.3	82.1	85.9
Professional-total	125.7	132.6	135.9	142.0	145.3	148.6
Hardbound	52.1	53.7	54.6	56.2	57.1	58.4
Paperbound	73.6	78.9	81.3	85.8	88.2	90.2
Book Clubs-total	132.9	129.0	123.6	115.1	111.7	110.6
Hardbound	43.2	41.4	42.7	38.9	37.6	36.7
Paperbound	89.7	87.6	80.9	76.2	74.1	73.9
Mail order publications	125.2	128.4	132.6	142.4	157.2	142.6
Mass market-rack-sized	429.8	430.5	441.4	472.7	497.5	488.8
University Press-total	16.1	16.0	14.7	14.8	15.4	15.8
Hardbound	6.6	6.5	5.9	5.9	6.1	6.1
Paperbound	9.5	9.5	8.8	8.9	9.3	9.7
Elementary and High School (ELHI)-total	245.0	238.2	216.2	211.0	222.9	218.7
Hardbound	93.4	97.3	91.0	85.5	88.0	87.1
Paperbound	151.6	140.9	125.2	125.5	134.9	131.6
College-total	120.2	121.0	129.6	142.0	148.4	149.7
Hardbound	68.5	66.0	67.9	71.1	71.9	72.3
Paperbound	51.7	55.0	61.7	70.9	76.5	77.4
Subscription reference	1.0	1.0	1.1	1.1	1.1	1.1
Total	1,914.0	1,924.0	1,930.8	2,002.7	2,142.0	2,144.3

Note: See table 6-11a for methodological note.

Source: Book Industry Trends, 1990, 1991, Dr. Robert F. Winter, Statistical Service Center, Editor, New York, NY, 1991, p. 2-7.

See Table 6-30 for 1974-1987 data

Table 6-14.
Quantity of books sold and value of U.S. domestic consumer expenditures, by type of publication and market area: 1982 - 1990 (continued on next page)

Type of publication and market area	1982	1983	1984	1985	1986	1987	1988	1989	1990
Units sold					(in millions of units)				
Total (a)	1,723	1,765	1,767	1,788	1,798	1,804	1,871	2,003	2,005
Hardbound, total	646	670	647	694	710	738	757	826	824
Softbound, total	1,077	1,095	1,120	1,094	1,088	1,066	1,114	1,177	1,181
Trade	459	506	520	553	563	577	610	685	705
Adult	315	340	341	360	352	357	365	404	403
Juvenile	144	166	179	193	210	220	244	281	301
Religious	144	149	149	134	133	128	121	124	130
Professional	106	113	106	110	117	120	125	128	131
Bookclubs	133	134	134	130	126	121	112	109	108
ELHI text	233	223	231	234	228	207	202	213	209
College text	115	117	112	110	111	119	130	136	137
Mail order publications	134	129	112	121	124	128	138	152	138
Mass market paperbacks	382	378	389	382	381	391	419	441	433
General retailers	756	802	816	829	845	864	914	994	1,010
College stores	224	232	227	225	225	230	243	253	255
Libraries and institutions	80	78	78	80	81	81	82	87	88
Schools (b)	262	248	257	260	255	236	233	246	244
Direct to consumers	319	314	299	300	299	299	302	316	304
Other	82	89	91	94	94	95	97	108	104

Note: Includes all titles released by publishers in the U.S. and imports which appear under the imprints of American publishers. Multi-volume sets, such as encyclopedias, are counted as one unit.

(a) Includes university press publications and subscription reference works not shown separately by type.

(b) ELHI libraries included in schools.

See Table 6-30 for 1974-1987 data

Table 6-14.
Quantity of books sold and value of U.S. domestic consumer expenditures, by type of publication and market area: 1982 - 1990 (continued from previous page)

Type of publication and market area	1982	1983	1984	1985	1986	1987	1988	1989	1990
Consumer expenditures					(in millions of dollars)				
Total(a)	9,889	10,979	11,599	12,611	13,333	14,671	16,111	18,036	19,043
Hardbound, total	6,190	6,915	7,270	7,969	8,480	9,326	10,055	11,243	11,789
Softbound, total	3,699	4,064	4,329	4,642	4,853	5,345	6,056	6,793	7,254
Trade	2,484	2,942	3,139	3,660	3,878	4,453	5,070	6,040	6,498
Adult	2,028	2,370	2,486	2,871	2,969	3,399	3,806	4,520	4,777
Juvenile	456	572	654	789	910	1,054	1,264	1,520	1,721
Religious	706	851	922	926	987	1,104	1,168	1,274	1,362
Professional	1,630	1,811	1,910	2,043	2,208	2,350	2,573	2,769	2,957
Book clubs	510	555	560	582	591	660	671	684	705
ELHI text	1,067	1,124	1,258	1,415	1,534	1,633	1,716	1,909	1,948
College text	1,388	1,477	1,509	1,575	1,670	1,803	1,998	2,144	2,319
Mail order publications	581	590	614	650	672	679	720	822	752
Mass market paperbacks	1,102	1,168	1,197	1,244	1,249	1,411	1,556	1,693	1,775
General retailers	3,743	4,383	4,618	5,103	5,392	6,117	6,875	7,914	8,465
College stores	1,910	2,090	2,168	2,309	2,430	2,636	2,904	3,164	3,403
Libraries and institutions	888	927	996	1,090	1,161	1,252	1,361	1,500	1,592
Schools (b)	1,313	1,361	1,510	1,685	1,820	1,946	2,065	2,290	2,365
Direct to consumers	1,889	2,041	2,118	2,214	2,309	2,477	2,638	2,859	2,901
Other	146	176	189	210	220	244	267	309	316

Note: Includes all titles released by publishers in the U.S. and imports which appear under the imprints of American publishers. Multi-volume sets, such as encyclopedias, are counted as one unit.

(a) Includes university press publications and subscription reference works not shown separately by type.

(b) ELHI libraries included in schools.

Source: Book Industry Study Group, Inc., Book Industry Trends, 1991. 1992, New York, NY, annual, 1991, 1992. (Copyright). Data prepared by Dr. Robert F. Winter, Executive Director, Statistical Service Center, Spring Valley, NY.

1989 Edition
See Table 6-31 for 1982-1988 data

Table 6-15.
Book Industry Study Group figures on estimated domestic consumer expenditures on books: 1985-1990

Category	1985	1986	1987	1988	1989	1990
			(in millions of dollars)			
Trade-total	3,660.0	3,878.4	4,453.0	5,070.2	6,039.9	6,497.8
Adult-total	2,871.2	2,968.6	3,398.6	3,806.4	4,520.1	4,776.8
Hardbound	1,791.4	1,845.0	2,160.4	2,322.3	2,817.8	2,921.1
Paperbound	1,079.8	1,123.6	1,238.2	1,484.1	1,702.3	1,855.7
Juvenile-total	788.8	909.8	1,054.4	1,263.8	1,519.8	1,721.0
Hardbound	572.1	665.3	766.7	903.3	1,077.0	1,234.4
Paperbound	216.7	244.5	287.7	360.5	442.8	486.6
Religious-total	925.6	986.6	1,104.0	1,168.1	1,273.9	1,361.9
Hardbound	545.7	595.8	683.9	739.4	812.0	870.2
Paperbound	379.9	390.8	420.1	428.7	461.9	491.7
Professional-total	2,043.4	2,207.9	2,349.7	2,573.2	2,769.0	2,956.8
Hardbound	1,452.2	1,574.2	1,679.1	1,840.4	1,985.2	2,119.3
Paperbound	591.2	633.7	670.6	732.8	783.8	837.5
Book Clubs-total	581.5	591.2	659.8	670.7	684.1	704.7
Hardbound	454.5	461.5	529.2	536.5	546.5	560.1
Paperbound	127.0	129.7	130.6	134.2	137.6	144.6
Mail order publications	650.1	671.6	678.6	719.7	821.7	751.7
Mass market-rack-sized	1,244.5	1,248.9	1,411.1	1,555.9	1,693.3	1,775.4
University Press-total	172.8	186.7	199.2	229.2	261.5	284.1
Hardbound	122.3	131.7	139.9	160.5	182.2	193.4
Paperbound	50.5	55.0	59.3	68.7	79.3	90.7
Elementary and High School (ELHI)-total	1,415.3	1,534.3	1,632.8	1,716.4	1,908.7	1,947.9
Hardbound	820.9	917.5	977.4	983.6	1,049.9	1,072.8
Paperbound	594.4	616.8	655.4	732.8	858.8	875.1
College-total	1,575.3	1,670.3	1,802.6	1,997.5	2,144.1	2,319.0
Hardbound	1,217.5	1,260.1	1,330.4	1,439.5	1,510.8	1,622.6
Paperbound	357.8	410.2	472.2	558.0	633.3	696.4
Subscription reference	342.0	357.3	380.5	409.6	440.0	443.6
Total*	12,610.5	13,333.2	14,671.3	16,110.5	18,036.2	19,042.9

Note: This table is domestic sales only. These data are derived from the forthcoming BISG TRENDS publication, and are coordinated with the total publishers' sales data. See methodological note on table 6-11a.

*Excludes standardized tests.

Source: Book Industry Study Group, Inc., Trends, New York, NY, 1991.

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See Table 6-32 for 1985-1989 data

Table 6-16.
Recent printing and publishing performance and forecast: 1987-1990

	Value of shipments		Estimated value of shipments		Forecasted value of shipments		
Industry data	1987 (a)	1988 (b)	1989 (b)	1990 (c)	1987-88	1988-89	1989-90
	(in millions of dollars)				(percent change)		
Value of shipments	134,559	145,745	157,078	168,514	8.3	7.8	7.3
Newspapers	31,787	33,893	36,167	38,226	6.6	6.7	5.7
Periodicals	17,559	19,149	20,726	22,168	9.1	8.2	7.0
Book publishing	11,642	12,680	14,000	15,300	8.9	10.4	9.3
Book printing	3,254	3,500	3,800	4,090	7.6	8.6	7.6
Miscellaneous publishing	7,218	7,870	8,500	9,150	9.0	8.0	7.6
Commercial printing	44,670	48,665	52,335	56,525	8.9	7.5	8.0
Manifold business forms	7,330	7,993	8,626	9,245	9.0	7.9	7.2
Greeting cards	2,877	3,134	3,373	3,612	8.9	7.6	7.1
Blankbooks and binders	2,898	3,130	3,440	3,700	8.0	9.9	7.6
Bookbinding	1,165	1,230	1,290	1,350	5.6	4.9	4.7
Typesetting	1,804	1,945	2,081	2,216	7.8	7.0	6.5
Platemaking services	2,356	2,556	2,740	2,932	8.5	7.2	7.0
Value of shipments (1987dollars)	134,559	138,418	141,254	144,321	2.9	2.0	2.2
Newspapers	31,787	31,914	31,978	32,042	0.4	0.2	0.2
Periodicals	17,559	17,980	18,358	18,707	2.4	2.1	1.9
Book publishing	11,642	12,030	12,522	12,966	3.3	4.1	3.5
Book printing	3,254	3,352	3,436	3,526	3.0	2.5	2.6
Miscellaneous publishing	7,218	7,376	7,610	7,814	2.2	3.2	2.7
Commercial printing	44,670	46,793	47,926	49,410	4.8	2.4	3.1
Manifold business forms	7,330	7,505	7,640	7,762	2.4	1.8	1.6
Greeting cards	2,877	2,954	3,022	3,082	2.7	2.3	2.0
Blankbooks and binders	2,898	2,961	3,004	3,076	2.2	1.5	2.4
Bookbinding	1,165	1,174	1,197	1,201	0.8	2.0	0.3
Typesetting	1,804	1,881	1,836	1,982	4.3	2.9	2.4
Platemaking services	2,356	2,496	2,625	2,753	5.9	5.2	4.9

Note: Estimates and forecasts made by International Trade Administration.

(a) Data are preliminary.

(b) Estimated.

(c) Forecast.

(d) Value of all products and services sold by establishments in the printing and publishing industry.

Source: U.S. Department of Commerce, Bureau of the Census, International Trade Administration (ITA); U.S. Department of Labor: Bureau of Labor Statistics (BLS). Estimates and forecasts by ITA. As included in U.S. Industrial Outlook, 1990, Washington, D.C., p. 48-1.

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Updates Table 6-33

Table 6-17.
Estimated average net publishers' unit price for the book publishing industry: 1982-1990

Category	1982	1983	1984	1985	1986	1987	1988	1989	1990
					(in publishing dollars)				
Trade-total	3.12	3.38	3.46	3.83	3.99	4.52	4.79	5.10	5.33
Adult-total	3.67	4.05	4.15	4.61	4.64	5.56	5.99	6.46	6.83
Hardbound	4.79	5.44	5.60	5.89	6.23	6.88	7.43	7.91	8.40
Paperbound	2.63	2.80	2.89	3.31	3.51	4.11	4.52	4.87	5.19
Juvenile-total	1.89	2.03	2.13	2.38	2.51	2.80	2.98	3.11	3.29
Hardbound	3.12	3.27	3.40	3.40	3.47	3.55	3.64	3.74	3.92
Paperbound	0.92	0.96	1.00	1.24	1.34	1.70	1.96	2.11	2.24
Religious-total	2.77	3.21	3.39	3.73	4.06	4.71	5.28	5.60	5.72
Hardbound	4.67	5.54	5.93	6.49	7.06	8.18	9.04	9.54	9.79
Paperbound	1.78	2.04	2.11	2.30	2.43	2.76	3.05	3.21	3.27
Professional-total	12.70	13.27	14.98	15.34	15.66	16.24	16.99	17.84	18.61
Hardbound	21.96	23.17	25.84	26.80	27.62	29.42	31.35	33.12	34.53
Paperbound	6.17	6.37	7.19	7.22	7.28	7.39	7.64	7.95	8.31
Book Clubs-total	3.84	4.15	4.20	4.50	4.71	5.49	6.00	6.30	6.56
Hardbound	9.34	10.01	10.23	10.84	11.49	12.77	14.21	14.98	15.73
Paperbound	1.32	1.40	1.38	1.45	1.51	1.65	1.80	1.90	2.00
Mail order publications	4.13	4.32	4.76	5.03	5.07	4.96	4.90	5.07	5.13
Mass market-rack-sized	1.62	1.74	1.76	1.87	1.88	2.07	2.13	2.20	2.35
University Press-total	7.29	7.82	8.70	9.12	9.96	11.63	13.39	14.74	15.56
Hardbound	11.90	13.77	15.12	16.21	17.83	20.97	24.24	NA	NA
Paperbound	3.47	3.55	4.03	4.19	4.58	5.36	6.19	NA	NA
Elementary and High School (ELHI)-total	4.54	5.01	5.41	6.01	6.70	7.84	8.45	8.90	9.26
Hardbound	7.11	7.80	8.44	9.15	9.80	11.15	11.95	12.40	12.81
Paperbound	3.13	3.43	3.66	4.08	4.55	5.44	6.07	6.62	6.92
College-total	9.52	9.94	10.62	11.30	11.87	11.96	12.09	12.41	13.30
Hardbound	12.22	13.04	14.23	15.35	16.45	16.87	17.43	18.09	19.32
Paperbound	4.65	4.96	5.40	5.94	6.37	6.54	6.73	7.08	7.68
Total	4.36	4.70	4.92	5.26	5.54	6.04	6.34	6.59	6.93

NA - Not available.

Note: All data are averages of a wide range of subject matter, and these "averages" should be regarded as value indicators only - not actual prices of books. See methodological note on table 6-11a.

Source: Book Industry Study Group, Inc., Trends, New York, NY, from various periods. Data provided by Dr. Robert F. Winter, Executive Director, Statistical Service Center, Spring Valley, NY.

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Updates Table 6-34

Table 6-18.
Average retail prices of books in selected years: 1975-1989

Subject	Price per volume						
	1975	1980	1985	1986	1987	1988	1989 prel.
				(in dollars)			
Hardcover (a)	16.19	24.64	31.46	32.43	36.28	39.00	40.10
Agriculture	13.72	27.55	36.77	39.26	46.24	49.36	51.62
Art	17.90	27.70	35.15	35.41	37.71	39.96	52.17
Biography	14.09	19.77	22.20	22.96	25.04	25.99	27.37
Business	16.54	22.45	28.84	30.72	33.31	37.51	37.86
Education	10.81	17.01	27.28	26.11	31.58	33.55	37.48
Fiction	8.31	12.46	15.29	16.84	18.19	17.63	18.66
General reference	21.60	29.84	37.91	38.97	43.81	50.35	48.73
History	15.85	22.78	27.02	28.44	31.74	33.44	35.43
Home economics	10.27	13.31	17.50	18.97	20.13	21.38	22.11
Juvenile	5.82	8.16	9.95	10.64	11.48	11.79	12.13
Language	15.80	22.16	28.68	32.80	37.80	40.42	49.43
Law	23.22	33.25	41.70	49.20	49.65	50.85	51.33
Literature	14.89	18.70	24.53	25.73	28.70	30.85	31.69
Medicine	22.15	34.28	44.36	49.99	57.68	66.59	69.70
Music	14.83	21.79	28.79	32.59	35.82	36.95	41.69
Philosophy, psychology	12.75	21.70	28.11	29.65	33.32	34.75	36.12
Poetry and drama	10.76	17.85	22.14	25.11	28.46	28.02	30.76
Religion	11.16	17.61	19.13	21.60	24.51	26.73	27.87
Science	22.81	37.45	51.19	55.65	62.16	66.91	68.35
Sociology, economics	21.65	31.76	33.33	30.34	34.38	37.25	41.09
Sports, recreation	10.97	15.92	23.43	23.25	23.96	27.33	29.91
Technology	19.66	33.64	50.37	55.00	60.24	65.26	69.86
Travel	15.43	16.80	24.66	24.32	28.07	26.22	31.93
Paperbacks:							
Mass market (b)	1.46	NA	3.63	3.86	3.98	4.55	4.38
Trade or other	5.24	8.60	13.98	14.86	14.55	15.01	16.60

NA - Not available.

(a) Excludes publications of U.S. and other governmental units, books sold only by subscription, dissertations, periodicals and quarterlies, and pamphlets under 49 pages.

(b) "Pocket-sized" books sold primarily through magazine and news outlets, supermarkets, and variety stores.

Source: R. R. Bowker Co., New York, NY, (Books) Publishers Weekly, March 14, 1986; The Bowker Annual of Library and Book Trade Information; (Periodicals) Library Journal, August 1985, and earlier issues. (Copyright)

As included in the U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 371, p. 214; U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., table 383, p. 224

(1987) R. R. Bowker Co., New York, NY (Books) Publishers Weekly, March 1989; The Bowker Annual of Library and Book Trade Information; (Periodicals) Library Journal, April 15, 1988, and earlier issues. (Copyright by Reed Publishing).

As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1990, 110th edition, Washington, D.C., 1990, table 386, p. 227; (1988-1989) R. R. Bowker Co., New York, NY, (Books) Publishers Weekly, March 1990; Bowker Annual: Library and Book Trade Almanac; (Periodicals) Library Journal, April 15, 1990, and earlier issues. (Copyright by Reed Publishing).

As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 396, p. 233.

1989 Edition
Updates Table 6-34

Table 6-19.
Average retail prices of periodicals in selected years: 1975-1989

Subject	1975	1980	1985	1986	1987	1988	1989
	Annual subscription price						
	(in dollars)						
Total	19.94	34.54	59.70	65.00	71.41	77.93	85.37
Agriculture	9.70	15.24	26.05	28.71	31.14	33.56	36.62
Business and economics	15.26	25.42	44.41	47.15	50.39	53.89	57.93
Chemistry and physics	76.84	137.45	238.43	264.05	294.05	329.99	367.99
Children's periodicals	4.69	7.85	13.31	13.76	15.19	16.39	16.95
Engineering	26.64	49.15	84.38	92.66	103.49	114.83	128.37
Fine and applied arts	11.09	18.67	27.03	28.28	30.58	32.43	35.07
History	11.14	15.77	25.55	26.04	27.64	30.16	32.27
Home economics	14.24	24.63	41.04	45.59	48.67	54.73	60.92
Industrial arts	10.59	20.70	35.09	39.75	41.45	44.20	48.68
Journalism, communications	14.70	27.34	46.08	47.54	50.66	53.39	58.13
Labor and industrial relations	7.40	18.84	34.75	37.14	38.65	44.06	50.65
Law	15.00	23.00	35.15	36.44	39.82	43.33	46.01
Library and information science	14.18	23.25	40.66	42.82	48.42	51.61	54.45
Literature and languages	10.41	15.30	24.18	25.21	26.21	28.04	29.41
Mathematics, botany, geology, and general science	35.95	67.54	116.93	129.95	146.08	159.33	173.21
Medicine	42.38	73.37	137.92	151.77	169.38	180.67	199.22
Philosophy and religion	9.05	14.73	24.30	24.85	25.60	27.09	28.62
Education	14.72	23.45	37.81	40.47	43.30	47.95	51.43
Physical education and recreation	7.80	13.83	23.72	24.78	26.67	28.60	30.16
Political science	12.79	19.30	32.72	35.19	39.95	41.55	45.03
Psychology	27.51	41.95	76.34	83.71	92.05	100.57	114.52
Sociology and anthropology	14.85	27.56	50.87	56.31	60.29	64.27	66.73
Zoology	27.37	44.58	90.75	102.83	112.91	127.33	142.13
General interest periodicals	14.36	19.87	26.41	26.95	27.79	28.29	29.69

Source: R. R. Bowker Co., New York, NY, (Books) Publishers Weekly, March 14, 1986; The Bowker Annual of Library and Book Trade Information; (Periodicals) Library Journal, August 1985, and earlier issues. (Copyright)

As included in the U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, table 371, p. 214; U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., table 383, p. 224

(1987-1988) R. R. Bowker Co., New York, NY (Books) Publishers Weekly, March 1989; The Bowker Annual of Library and Book Trade Information; (Periodicals) Library Journal, April 15, 1988, and earlier issues. (Copyright by Reed Publishing).

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(1989) R. R. Bowker Co., New York, NY (Books) Publishers Weekly, March 1990; Bowker Annual: Library and Book Trade Almanac; (Periodicals) Library Journal, April 15, 1990, and earlier issues. (Copyright by Reed Publishing).

As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 396, p. 233.

Table 6-20.
Average prices and price indexes of mass market paperbacks in the U.S. in selected years: 1981-1989

		1986 (Final)			1987 (Final)			1988 (Final)			1989 (Preliminary)		
Type of book	1981 average prices	Total volumes	Average prices	Index	Total volumes	Average prices	Index	Total volumes	Average prices	Index	Total volumes	Average prices	Index
Agriculture	2.54	6	6.04	237.8	6	3.56	140.2	3	4.32	170.1	2	6.45	253.9
Art	5.49	3	9.80	178.5	7	12.38	225.5	15	10.35	188.5	17	10.01	182.3
Biography	3.82	76	5.15	134.8	62	5.10	133.5	67	6.20	162.3	68	6.17	161.5
Business	4.63	31	7.73	167.0	28	6.39	138.0	11	7.55	163.1	19	8.35	180.3
Education	3.96	20	7.28	183.8	14	5.99	151.3	15	7.19	181.6	20	7.52	189.9
Fiction	2.47	2,424	3.46	140.1	2,571	3.59	145.3	1,956	3.99	161.5	2,237	3.77	152.6
General works	3.63	61	5.07	139.7	80	5.40	148.8	54	6.92	190.6	66	7.12	196.1
History	3.53	33	5.19	147.0	28	4.90	138.8	19	6.56	185.8	28	6.62	187.5
Home economics	4.35	97	6.23	143.2	99	6.69	153.8	73	6.27	144.1	46	6.79	156.1
Juvenile	1.79	461	2.71	151.4	363	2.80	156.4	297	3.18	177.7	336	3.07	171.5
Language	3.42	17	5.28	154.4	22	4.94	144.4	11	6.01	175.7	12	6.16	180.1
Law	3.09	4	3.98	128.8	2	5.98	193.5	4	4.59	148.5	2	6.95	224.9
Literature	3.42	35	4.92	143.9	40	4.50	131.6	31	5.44	159.1	31	5.88	171.9
Medicine	3.66	43	7.18	196.2	46	6.28	171.6	34	6.72	183.6	29	8.25	225.4
Music	5.68 *	10	4.21	74.1	2	7.45	131.2	1	2.95	51.9	1	8.95	157.6
Philosophy, psychology	2.84	82	5.07	178.5	137	4.96	174.6	89	6.11	215.1	90	5.19	182.7
Poetry, drama	3.22	27	5.76	178.9	13	5.05	156.8	46	3.29	102.2	8	6.02	187.0
Religion	2.70	25	3.84	142.2	16	3.71	137.4	17	4.76	176.3	9	6.52	241.5
Science	4.45	14	5.91	132.8	5	4.55	102.2	9	5.46	122.7	16	9.99	224.5
Sociology, economics	3.43	55	5.32	155.1	78	5.63	164.1	63	5.82	169.7	59	6.31	184.0
Sports, recreation	3.05	160	4.09	134.1	175	4.97	163.0	126	5.87	192.5	114	6.06	198.7
Technology	4.20	36	12.08	287.6	29	11.52	274.3	26	18.16	432.4	16	24.83	591.2
Travel	3.23	10	5.01	155.4	13	7.15	221.4	17	10.95	339.0	12	8.78	271.8
Total	2.65	3,730	3.86	145.7	3,836	4.00	150.9	2,984	4.54	171.3	3,238	4.38	165.3

*1982 is used as the index base for music.

Note: Average prices of mass market paperbacks are based on listings of market titles in Paperbound Books in Print. Index base: 1981 = 100. Caution is advised in interpreting this table, as many categories list fewer than 20 volumes per year published; thus, the likelihood is high of one or a few books skewing the average price and index either high or low for that category.

Source: Dennis E. Smith and Sue Plezia, University of California, from data supplied by the R.R. Bowker Company.
As included in Bowker Annual Library and Trade Almanac, 35th edition, 1990-91, Filomena Simora, Patricia Harris, eds., Margaret M. Spier, pub., R. R. Bowker Company, New York, NY, table 6, p. 514.

Table 6-21.
Number of bookstores and wholesalers by type in the United States, selected years: 1975-1990

Type	Number							
	1975	1977	1982	1984	1985	1986	1989	1990
Antiquarian	886	1,119	1,048	1,332	1,341	1,293	1,282	1,318
Mail order antiquarian	NA	NA	625	709	819	708	612	564
College	2,559	2,607	2,718	2,843	3,002	3,005	3,196	3,284
Department store	451	1,089	1,167	772	538	586	297	364
Drugstore	51	32	20	21	23	21	23	23
Educational	77	93	98	135	125	113	131	158
Exporter-importer	34	34	32	29	26	20	13	11
Foreign language	60	76	81	15	94	112	123	124
General	3,498	4,281	5,603	6,013	6,000	6,391	6,611	6,996
Gift shop	142	102	109	119	134	150	173	179
Juvenile	55	94	141	195	228	215	320	363
Law	48	58	61	63	63	42	39	38
Mail order (general)	100	150	326	366	359	316	401	421
Medical	82	97	113	122	122	36	37	36
Museum store and art gallery	121	133	245	303	338	387	417	437
Newsdealer	128	125	132	196	171	155	149	153
Office supply	97	48	56	60	76	82	69	78
Paperback (a)	598	800	733	824	778	732	633	637
Religious	1,421	2,752	3,490	4,142	4,126	3,848	3,781	3,850
Remainders	NA	NA	19	33	25	12	18	25
Rental	10	6	2	3	2	2	2	2
Science-technology	43	48	57	75	70	39	33	35
Special (b)	866	1,024	1,472	1,987	1,916	2,101	2,245	3,120
Stationer	253	146	140	141	121	122	112	96
Used	120	274	561	1,027	1,115	1,070	1,184	1,178
Total	11,717 (c)	15,188	19,049	21,525	21,612	21,558	24,319 (d)	22,926
General wholesalers	459	1,029	742	825	915	926	NA	909
Paperback wholesalers	483	NA	282	350	369	284	NA	341

NA - Not available.

Note: All "general" bookstores are assumed to carry hardbound (trade) books, paperbacks, and children's books; special effort has been made to apply this category only to bookstores for which this term can properly be applied. All "college" stores are assumed to carry college-level textbooks. The term "educational" is used for outlets handling school textbooks up to and including the high school level. The category "mail order" has been confined to those outlets that sell general trade books by mail and are not book clubs; all others operating by mail have been classified according to the kinds of books carried. The term "antiquarian" covers dealers in old and rare books. Stores handling only secondhand books are classified by the category "used." The category "paperback" represents stores with more than 80 percent of their stock in paperbound books. Other sources with paperback departments are listed under the major classification ("general," "department store," "stationer," etc.), with the fact that paperbacks are carried given in the entry. A bookstore that specializes in a subject to the extent of 50 percent of its stock has that subject designated as its major category. Note taken from source, 1987, below.

(a) This figure does not include paperback departments of general bookstores, department stores, stationery stores, drugstores, or wholesalers handling paperbacks.

(b) "Special" includes stores specializing in subjects other than those specifically given in the above list.

(c) Total includes U.S., Canada, and regions administered by the U.S.

(d) Includes independent bookstores, bookstore chain headquarters, and book store chain branches. Total includes U.S., Canada and regions administered by the U.S.

Source: R. R. Bowker Company, American Book Trade Directory, annual. Information compiled in Bowker Annual of Library and Book Trade Information, New York, NY; (1986) 32nd ed., 1987, tables 1 and 2, p. 432; (1985) 31st ed., 1986, tables 1 and 2, p. 439; (1984) 30th ed., 1985, tables 1 and 2, p. 498; (1982) 28th ed., 1983, tables 1 and 2, pp. 403-404; (1977) 25th ed., 1979, unnumbered table, p. 330; (1975) 21st ed., 1976, unnumbered table, pp. 190-191; (1989, 1990) R. R. Bowker, The Bowker Annual of Library and Book Trade Almanac, 34th and 35th edition, New York, NY.

New Inclusion

Table 6-22.
American book title production: 1988-1990

Subject	1988	1989 (final)				1990 (preliminary)			
		Hard & Trade Paper				Hard & Trade Paper			
	All hard & paper	Books	Editions	Totals	All hard & paper	Books	Editions	Totals	All hard & paper
Agriculture	666	464	94	558	562	348	77	425	425
Art	1,602	1,358	202	1,560	1,569	903	102	1,005	1,014
Biography	2,250	1,855	261	2,116	2,193	1,464	204	1,668	1,709
Business	1,647	1,163	386	1,549	1,569	712	227	939	953
Education	1,113	871	164	1,035	1,054	726	134	860	869
Fiction	5,564	3,131	182	3,313	5,941	2,393	150	2,543	5,010
General Works	2,475	1,937	331	2,263	2,332	1,116	201	1,317	1,354
History	3,260	2,093	438	2,531	2,563	1,532	298	1,830	1,850
Home Economics	1,057	740	161	901	949	508	96	604	640
Juveniles	4,954	4,867	170	5,037	5,413	4,153	220	4,373	4,711
Language	628	454	118	572	586	377	110	487	504
Law	1,343	802	292	1,094	1,096	497	197	694	697
Literature	2,272	1,988	281	2,269	2,298	1,531	173	1,704	1,729
Medicine	3,900	2,765	653	3,418	5,437	1,951	431	2,382	2,412
Music	329	306	67	373	375	195	50	245	250
Philosophy, psychology	1,955	1,652	298	1,950	2,058	1,172	168	1,340	1,443
Poetry, drama	1,270	1,053	64	1,117	1,128	695	30	725	728
Religion	2,746	2,306	269	2,575	2,586	1,606	203	1,809	1,820
Science	3,743	2,698	574	3,272	3,288	1,736	352	2,088	2,097
Sociology, economics	8,247	6,907	1,005	7,912	7,971	5,135	685	5,820	5,866
Sports, recreation	1,099	801	142	943	1,077	592	98	690	802
Technology	2,694	2,196	477	2,673	2,690	1,267	312	1,579	1,593
Travel	669	515	173	688	901	298	92	390	408
Total	55,483	42,922	6,802	49,724	53,446	30,907	4,610	35,517	38,884

Note: Figures for mass market paperbound book production are based on entries in R. R. Bowker's Paperbound Books in Print. Other figures are from the Weekly Record (American Book Publishing Record) database.

Source: The Bowker Annual Library and Book Trade Almanac, 36th edition, 1991, Filomena Simona, Patricia Harris, eds., Margaret M. Spier, pub., R. R. Bowker Company, New York, NY, table 1, p. 424.

New Inclusion

Table 6-23.
Paperbacks (excluding mass market): 1988-1990

	1988	1988 (final)			1990 (preliminary)		
Type	Totals	New books	New editions	Totals	New books	New editions	Totals
Fiction	481	413	145	558	232	90	322
Nonfiction	16,610	13,083	2,972	16,055	9,248	2,089	11,337
Total	17,091	13,496	3,117	16,613	9,480	2,179	11,659

Source: The Bowker Annual Library and Book Trade Almanac, 36th edition, 1991, Filomena Simona, Patricia Harris, eds., Margaret M. Spier, pub., R. R. Bowker Company, New York, NY, table 2, p. 425.

Chapter 7

Museums

General Museum Study
Tables 7-2 to 7-6

Other Museum Studies
Tables 7-7 to 7-23

Audience and Attendance
Tables 7-24 to 7-26d

This chapter presents summary data from recent studies in the field of museums covering topics such as the decade of establishment, distribution of museums by type and governing authority, sources of income, expenses, salaries of employees, audience information and information on special topics.

Major Sources of Information

The major sources of information are as follows:

- American Association of Museums;
- 1987 Census of Service Industries, U.S. Bureau of the Census;
- Association of Art Museum Directors;
- New England Museum Association of the American Association of Museums;
- Association of Science-Technology Centers;
- Smithsonian Institution;
- National Endowment for the Arts (The Audience for American Art Museums).

Comparison with the 1989 Sourcebook

Studies Not Repeated in the 1992 Addendum

The 1987 and 1989 Sourcebooks provided summary findings and methodological information for five general museum studies completed between 1963 and 1979. The 1992 Addendum does not repeat this information. The reader is referred to chapter 7 of the 1989 Sourcebook for summary data and methodological information on these studies. We list below a brief description of each of these studies.

- **The 1963 museum study** was published by the American Association of Museums (AAM) under the title *A Statistical Survey of Museums in the United States and Canada*. The study was a joint undertaking of the AAM, the Smithsonian Institution, and the U.S. Office of Education. A very broad definition of museums was used that included organizations such as art, history, and science museums; historical societies and historic buildings; zoos; aquariums; botanical gardens; planetariums; and children's museums. See tables 7-2 to 7-4, 7-27, and 7-31 of the 1989 Sourcebook for summary of the major findings of this study.

- **A 1966 study** entitled *Museums and Related Institutions: A Basic Program Survey,* was undertaken by the United States Office of Education working with the Smithsonian Institution and the American Association of Museums. The study lists three major goals: (1) to establish a screened universe of museums and related operations, (2) to determine the types of supporting resources, and (3) to ascertain the nature and extent of museum program activities.

Table 7-5 of the 1989 Sourcebook lists the criteria for inclusion in the study, and summarizes selected major findings from this study.

- **A 1972 study,** entitled *Museums USA*, was sponsored by the National Endowment for the Arts (NEA) and conducted by the National Research Center of the Arts. The study was requested by the National Council on the Arts. A sample of 728 museums was chosen for inclusion in the survey. See the 1989 Sourcebook, tables 7-6 to 7-9, for selected results of this study.

- **The 1976 National Research Center of the Arts Study,** ***The Status of Nonprofit Arts and Museum Institutions in the United States in 1976*****,** was conducted as part of a larger study of performing arts and museum institutions in the United States. The focus of this study was on finances and sources of support for museums. Table 7-10 of the 1989 Sourcebook presents selected study results.

- **The 1979 Museum Program Study** was requested by the Institute of Museum Services and the National Museum Services Board and sponsored by the National Center for Education Statistics. The study was conducted under contract by Macro Systems, Inc., and published as a report entitled *Museum Program Survey, 1979*. The study covered a wide range of museum characteristics, some of which are summarized in tables 7-11 to 7-16 of the 1989 Sourcebook. In addition, data from this study dealing specifically with attendance and personnel are presented in tables 7-28, 7-29, and 7-37 of the 1989 Sourcebook. The 1992 Addendum includes some tables comparing data from this 1979 study with the most recent general museum study conducted in 1989 and reporting data primarily from 1988 (see discussion below).

Information Not Updated in the 1992 Addendum

The following sources were not updated for the 1989 Sourcebook.

- Special tabulations based on the questionnaires completed by museums listed in the *1988 Official Museum Directory Survey*. This study was conducted in preparation for the major study of 1989 (see tables 7-18 and 7-20 in the 1989 Sourcebook).

- Information from the U.S. Department of Labor, Bureau of Labor Statistics, *Employment, Hours, and Earnings*, on the average annual number of women employees, range of monthly employment, and women employed by museums and botanical and zoological gardens for the years 1983 to 1986 (see table 7-32 of the 1989 Sourcebook).

- Data from the African American Museum Association, *AAMA Profile of Black Museums*. The data were collected in 1986-87 in a survey of all 99 institutional members of the African American Museum Association in 28 States, as well as other black organizations believed to collect and exhibit objects identified with the black experience. This survey has not been repeated. See tables 7-40 to 7-45 of the 1989 Sourcebook for this information.

- The Association of Science-Technology Centers (ASTC) composite profile of institutions by size. See tables 7-50 (a-d) of the 1989 Sourcebook for data on staff, attendance, square feet of space, and income and expenses for centers categorized as very small, small, medium, and large. The 1992 Addendum includes information from *1990 ASTC Salary Survey* (see discussion below).

New Data in the 1992 Addendum

The 1989 American Association of Museum's (AAM) Survey. During the period since the 1989 Sourcebook was prepared, results became available from a major study of museums conducted in 1989-90 and covering primarily the fiscal year 1988. This study, sponsored by the AAM and entitled the *1989 Museum Survey*, presents a national profile of museums in the United States and makes some comparisons with the last comprehensive study completed in 1979. In addition to providing an overview of the characteristics of museums in the

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United States, the purpose of the 1989 study was to develop a methodological base for subsequent surveys and research projects on various special topics. See Addendum tables 7-2 to table 7-6 and table 7-25 for summary results of the *1989 Museum Survey*.

The Association of Art Museum Directors (AAMD) Surveys. Updated information is also presented from the AAMD's *1991 Statistical Survey* and *1991 Salary Survey*. These surveys, completed by about 150 to 200 major art museums, have been conducted annually by the AAMD since the early 1980's. The 1991 survey is the eighth in the series (see tables 7-8 to 7-13).

This chapter also includes data from J. Mark Davidson Schuster's report on *The Audience for American Art Museums*, commissioned by the Research Division of the National Endowment for the Arts. Tables 26a-d of the 1992 Addendum provide summary tables from this study on cross-national comparisons of viewers participation rates to art museums.

New Census of Service Industries information. See table 7-7 of the 1992 Addendum for data from the 1987 census; table 7-17 of the 1989 Sourcebook summarizes data from the 1982 Census of Service Industries on museums.

Updated summary data are also presented from the **New England Museum Association (NEMA)** salary survey for 1990 (see tables 7-14 to 7-19).

New data are also presented from **The Association of Science-Technology Centers (ASTC),** *1990 ASTC Salary Survey*. This was the first salary survey conducted by ASTC, the purpose of which was to gather salary and benefits information from its members. See tables 7-20 to 7-23b for summary tables from the study.

Updated data are also included on Smithsonian attendance (see table 7-24).

Highlights of Information in Chapter 7

American Association of Museums (AAM)

Directory Information

- Table 7-1 presents a listing of the American Association of Museums (AAM) affiliate organizations appearing in the 1992 Directory, which includes regional associations and arts organizations, State museum associations and arts agencies, and other resource organizations.

1989 Museum Survey

- AAM estimates the total number of museums to be 8,179 (table 7-2).
- According to results from AAM's 1989 museum study, less than 5 percent of all museums were established before 1900 (table 7-2).
- The number of museums established per decade increased steadily through 1950's. The largest number of museums were established in the 1960's and 1970's. A total of 2,023 (25 percent) museums were established in the 1960's and 2,390 (29 percent) were established in the 1970's (table 7-2).
- In the 1980's, the rate at which museums were established fell after years of steady increases (table 7-2).
- The largest number of museums, classified by type, are historical sites and museums (55 percent of the total; table 7-3). Among large museums, the largest number are art museums (31 percent).
- In 1988-89, approximately 41 percent of all museums were governed by public authority and 59 percent by private authority. Although the number of museums included in the 1979 and 1988-89 study differed substantially, the distribution between public and private was about the same as in 1979 (table 7-4).
- In both 1979 and 1988-89, State authority controlled about 11 percent of total museums (table 7-4).
- The Federal government controlled about 7.8 percent of museums in 1979 and 7.3 percent in 1988-89 (table 7-4).
- More than 50 percent of all museums were controlled by private nonprofit corporations in both 1979 and 1988-89 (table 7-4).

- About 10 percent of all museums were governed by public or private educational organizations in both time periods (table 7-4).

- On average, about 31 percent of museum income came from earned sources for FY1988 (table 7-5a).

- Among all museums, in FY1988, aquariums earned the largest percent of their operating income, 73 percent. Science museums were second with 53 percent, and zoos were next with 52 percent (table 7-5a).

- On average, 33 percent of museum operating income came from government sources. The type of museum with the largest percentage of income from government sources was general museums, with 61 percent from government sources in FY1988. Historic sites, history museums, and natural museums all received more than 33 percent of their operating income from government sources (table 7-5a).

- In FY1988, parent/friend organizations contributed 25 percent of the operating income of planetariums, more than they did to any other museum type (table 7-5a).

- Aquariums have the largest operating income of any museum type. In FY1988, this figure was $10.5 million for large aquariums, $2.3 million for medium size museums, and $480,000 for small museums (table 7-5b).

- The average operating income for zoos was $8 million for large; $1.9 million for medium; and $416,000 for small (table 7-5b).

- In the large museum category, historic sites reported the smallest operating income and the smallest operating expense, $1 million, in FY1988 (tables 7-5b and 7-6).

- Regardless of museum type or size, aquariums reported the largest operating expense budget. According to AAM's museum survey results, the average operating income in FY1988 for large aquariums was $9.2 million; $2.2 million for medium; and $480,000 for small museums (table 7-6).

- General museums had the smallest operating expense budget in the small museum category in FY1988 (table 7-6).

1987 Census of Service Industries

- The 1987 Census counted 2,695 tax-exempt and 238 taxable museums. These numbers are slightly larger than the 1982 figures which counted 2,386 tax-exempt and 220 taxable museums (table 7-7 and table 7-17 of the 1989 Sourcebook).

- Many museums are operated by governments and organizations that have other primary functions and are classified elsewhere in the Census of Service Industries, for example, education organizations. Therefore, the number of museums included in the Census of Service Industries museum category is far fewer than the 8,179 museums reported by the AAM survey (see tables 7-2 and 7-7).

- Total revenue reported by the Census of Service Industries for tax-exempt museums was $2.6 million in 1982 and 1987 (table 7-7 and table 7-17 of the 1989 Sourcebook).

- In 1987, government or private contributions made up 50 percent of the revenue of tax-exempt museums; however, between 1982 and 1987, the percent of revenue museums received from government or private contributions decreased by 32 percent (table 7-7 and table 7-17 of the 1989 Sourcebook).

Association of Art Museum Directors (AAMD)

Salary Survey

- In 1991, 63 percent of all art museums responding to AAMD's 1991 salary survey reported that they were governed by private nonprofit organizations (table 7-8).

- In 1991, 15 percent of responders were governed by universities, and 8 percent were solely government operated (table 7-8).

- Within the regional distribution of the AAMD, the largest proportion of total art museums are located in the Mid-Atlantic and Midwest districts, 24 and 21 percent, respectively (table 7-8).
- Of the total art museums responding to AAMD's 1991 salary survey, 34 percent reported having between 21 and 50 full-time employees, and 18 percent reported having between 101 and 750 full-time employees (table 7-9).
- In 1991, 41 percent of art museums reported having between 51 and 277 part-time employees, and 14 percent reported having 5 or fewer part-time employees (table 7-9).
- Of the total number of art museums represented in the 1991 AAMD salary survey, only 7 percent were established after 1960 (table 7-10).
- In 1991, 25 percent of art museums responding to AAMD's salary survey were from metropolitan areas with over 3 million people, and 11 percent were from areas with less than 100,000 people (table 7-10).
- Forty percent of the museums responding to the 1991 salary survey have operating budgets between $1 to $2.5 million and another 40 percent have budgets between $2.5 million and $5 million (table 7-11).
- The three highest average salaries reported by AAMD's 1991 salary survey are directors, administrators, and development officers (table 7-12).
- For 1991, reported salaries of art museum directors ranged from $45,000 to $215,344, with a median of $86,940. The median salary is up some 29 percent since 1989, when the median salary was $72,250 (table 7-12).
- The lowest reported median salary for 1991 was for the category educational assistant, $18,500 (table 7-12).

Statistical Survey

- The 1989 Statistical Survey estimated the total value of collections of reporting art museums at $22.5 billion in FY1988 and $17.9 billion in FY1990 (table 7-13).
- In FY1990, 49 percent of collections at art museums were insured (table 7-13).
- Art museums reporting to the AAMD's 1991 survey estimated their total number of full-time employees in FY1990 at 14,024 and part-time employees at 6,112 (table 7-13).

New England Museum Association (NEMA)

- History, art, science, youth, and general museums were the five disciplines surveyed by NEMA for their 1990 salary survey (table 7-14).
- Thirty-five percent of the respondents to NEMA study were males and 65 percent were females (table 7-14).
- From 1978 to 1990, the positions of director, director of administration, and curator experienced a progressive increase in salaries. This increase was, however, smallest for directors between 1986 and 1990, $1,385 or 4 percent (table 7-16).
- Between 1986 and 1990, 32 percent of directors of administration, and 24 percent of curators received salary increases (table 7-16).
- Fifty-two percent of New England museums responding to NEMA's 1990 salary survey paid for medical insurance for their employees, and 34 percent split the cost with their employees (table 7-18).
- Only 19 percent of New England museums reported offering employees paid pension plans (table 7-18).

Association of Science-Technology Centers (ASTC)

- ASTC's salary survey results report disparity between salaries paid to males and females in the same job category. On average for 1990, reported wages for males were 18 percent higher than wages reported for females in the same job category (tables 7-20 to 7-23b).

- Life insurance, paid sick leave, and vacation are the most frequent benefits offered to full-time employees by museums responding to ASTC's 1990 salary survey. Seventy-three percent of full-time employees received paid life insurance, 96 percent received paid sick leave, and 97 percent received paid vacation from their employers (table 7-23a).

- Forty-three percent of respondents to the ASTC survey did not offer any pension plan. Twenty-nine percent of ASTC member museums offered museum employees paid pension plans, 23 percent offered split museum and employee paid plans, and 5 percent offered plans in which only the employee pays (table 7-23a).

Museum Attendance Data

Smithsonian Institution

- Between 1982 and 1991 Smithsonian museums have attracted 22.5 to 30 million visitors per year (table 7-24).

- The largest yearly attendance to the Smithsonian Institution, 30 million, was reported in 1984 (table 7-24).

- The Air and Space Building receives the largest number of visitors. In 1984, almost 50 percent of the visitors to the Smithsonian museums visited the Air and Space Building (14.4 million). Since 1988, attendance to the Air and Space building has declined, but it still remains the most visited building (table 7-24).

American Association of Museums (AAM) Attendance Data

- AAM's 1989 study estimated total attendance to all sampled museums responding to the study at 565.8 million in 1988. This figure represents a 10 percent increase since 1986 (table 7-25).

- In 1988, historic sites were the most popular sites visited (111 million), followed by zoos (81 million), art museums (75.9 million), and history museums (71.8 million; table 7-25).

The Audience for American Art Museums

- A cross-national comparison of studies done in the United States and Great Britain on museum participation rates reveals that in 1985 in the United States, 22 percent of the adult population reported attendance at least once over the last 12 months at art museums or art galleries, compared to 29 percent participation in Great Britain for all museums in 1981 (table 7-26a).

- In 1985, the participation rate in the United States was highest among professional and middle managerial workers and in 1981, in Great Britain, participation was highest among the upper and lower-middle class (table 7-26a).

1989 Edition
See Table 7-1 for 1989 data

Table 7-1.
Affiliate organizations of the American Association of Museums: 1992

Professional organizations recognized by the AAM Council

African-American Museum Association
American Association for Museum Volunteers
American Association for State and Local History
American Association of Botanical Gardens and Arboreta
American Association of Youth Museums
American Federation of Arts
American Institute for Conservation
Association for Living Historical Farms and Agricultural Museums
Association of Art Museum Directors
Association of College and University Museums and Galleries
Association of Railway Museums, Inc.
Association of Science Museum Directors
Association of Science-Technology Centers
Association of Systematics Collections
Council for Museum Anthropology
Council of American Jewish Museums
College of Art Association
Council of American Maritime Museums
Museum Computer Network
Museum Store Association, Inc.

Regional associations

New England Museum Association
Mid-Atlantic Association of Museums
Southeastern Museums Conference
Midwest Museums Conference
Mountain Plains Museums Association
Western Museums Conference

Regional arts organizations

New England Foundation for the Arts, Inc.
Mid-Atlantic Arts Foundation
Southern Arts Federation
Arts Midwest
Mid-America Arts Alliance
Western States Federation
Consortium for Pacific Arts and Cultures

State museum associations (48)

State arts agencies (56)

State humanities councils (54)

Other resource organizations

American Arts Alliance
American Association for the Advancement of Science
American Association of Zoological Parks and Aquariums
American Council for the Arts
American Council of Learned Societies

Other resource organizations (continued)

American Craft Council
American Historical Association
American Institute of Architects
American Studies Association
American Quarterly
Archeological Institute of America
Archives of American Art
Art Dealers Association of America, Inc.
Art Services International
Association of College and University Museums and Galleries
Association of Volunteer Committees of Museums of Canada and the U.S.
Business Committee for the Arts
Costume Society of America
Council for Museum Anthropology
Independent Curators, Incorporated
Independent Sector
InterCultura
J. Paul Getty Trust
The Getty Conservation Institute
Museum Education Roundtable
Museum Management Institute
Museum Reference Center
National Academy of Design
National Academy of Sciences
National Assembly of Local Arts Agencies
National Assembly of State Arts Agencies
National Institute for the Conservation of Cultural Property
National Humanities Alliance
National Recreation and Park Association
National Register of Historic Places
National Trust for Historic Preservation
Natural Science for Youth Foundation
North American Indian Museum Association
Program for Art on Film
Smithsonian Institution Traveling Exhibition Services (SITES)
Society of American Archeology
Society of American Archivists
Society of Architectural Historians
Society of Systematic Zoology
U.S. National Park Service, Division of Conservation

International organizations and museum associations (61)

Federal agencies providing support for museums

National Endowment for the Arts
National Historic Publications and Records Commission
National Science Foundation, Directorate of Science and Engineering Education
Institute for Museum Services
National Endowment for the Humanities

Source: American Association of Museums, The Official Museum Directory 1992, National Register Publishing Company, Wilmette, IL, 1991.

See Table 7-3 for similar data

Table 7-2.
Museums by decade of establishment: 1780-1990

Decade of establishment*	Number of museums	Percent of museums
1780 - 1789	3	0.03
1790 - 1799	5	0.06
1800 - 1809	2	0.03
1810 - 1819	1	0.01
1820 - 1829	2	0.03
1830 - 1839	5	0.06
1840 - 1849	14	0.17
1850 - 1859	25	0.31
1860 - 1869	22	0.27
1870 - 1879	64	0.79
1880 - 1889	53	0.65
1890 - 1899	169	2.06
1900 - 1909	215	2.63
1910 - 1919	170	2.07
1920 - 1929	342	4.18
1930 - 1939	489	5.98
1940 - 1949	436	5.34
1950 - 1959	856	10.47
1960 - 1969	2,023	24.73
1970 - 1979	2,390	29.22
1980 - 1989	889	10.87
1990	5	0.06
Total	8,179	100.00

*For 38 museums not reporting date established, year opened was used.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table B:6A.

Methodological note: The 1989 Museum Survey was a national profile of museums whose purpose was to develop a source of data for individual museums to use to compare themselves with others. The data were collected in 1989-90. In general, information collected covers FY1988. The study is the first major step in an ongoing program of data collection. The 1989 Museum Survey was to serve as the basis for subsequent surveys, research projects, and update surveys. Prior to this study, the 1979 Museum Program Survey of 1,373 nonprofit museums from a collecton of 4,580 museums was the last national survey. The target population was all types of museums found in the United States and its territories. For the survey the American Association of Museums and the Institute of Museum Services definitions were used to define a museum. The definition used differs from that used in the 1979 Museum Universe Survey in two areas: the minimum number of days the museum is opened to the public is noted, and for-profit museums, were not used. A sampling frame was compiled from a master list of museums before the sampling plan was developed. More than 36,000 entries from organizations that served parts or all of the U. S. museum community comprised a list that was formulated by combining membership, directory, and organization lists. The first task was to stratify the sampling frame, into subpopulations or strata, to ensure a representation of the full diversity of the museum community. The characteristics of region, type, budget size of museum, and governing authority were defined as the strata that would ensure a representative sample. Region was defined as address or the State where the museum was located. Type was determined through the Institute of Museum Services' disciplines and include aquarium; arboretum/botanical garden; art museum/center; children's/youth museum; historic house/site; history museum; natural history or anthropology museum/site; nature center; planetarium; science/technology center/museum; specialized museum; and zoo. The operating budget of the museum determined it's size of "small," "medium," or "large." The classification "very small" was added for general and specialized museums. All 446 large museums were chosen despite their region or type. To achieve adequate sampling sizes for estimation, the 156 other strata were selected. Aquariums, which represented a small number within the strata, were sampled heavily. Due to the expectation that more ineligible institutions would be found within art museums, history museums, and nature centers, an overselling of these museums was done. The history sample was also enlarged to provide for separate estimates to be produced for historic sites or houses and history museums. Questionnaires were mailed first to the large museums in June 1989. Medium and small museums were not mailed their questionnaires until July 1989. Medium and small museums who had not responded or had not called with a question by late September 1989 were mailed a second survey. The final overall response rate was 1,741 or 80.3 percent of the original sampling. To compare results of this survey with the ISMS Program Survey of 1979, the number of museums that were established or opened to the public by 1978 was calculated from the database. The number of U.S. museums estimated to be opened in 1978 was 4,408 according to the 1979 survey and 7,160 according to the 1989 survey. The difference in estimate of total number of museums may be due to differences in study methodology and the fact that many small museums not included in the 1979 study grew enough in operation to meet the definition requirements for inclusion. The criterion for inclusion in both surveys was similar, but the 1979 Program Survey was less rigorous.

New inclusion

Table 7-3.
U.S. museums by type and size: 1988

Type of museum	Large		Medium		Small		Totals	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Aquarium	5	0.9	4	0.4	11	0.2	20	0.2
Arboretum	23	3.9	84	8.5	211	3.2	318	3.9
Art	183	30.7	215	21.7	816	12.4	1,214	14.8
Children's	7	1.2	21	2.1	36	0.5	64	0.8
General	80	13.4	124	12.5	500	7.6	704	8.6
Historic site	63	10.6	159	16.0	1,861	28.2	2,083	25.5
History museum	57	9.7	154	15.4	2,190	33.2	2,401	29.4
Natural history	52	8.7	63	6.3	137	2.1	252	3.1
Nature center	2	0.4	65	6.6	230	3.5	297	3.6
Planetarium	1	0.2	12	1.2	26	0.4	39	0.5
Science museum	17	2.8	24	2.4	1433	2.2	184	2.2
Specialized	67	11.2	28	2.9	375	5.7	470	5.7
Zoo	38	6.4	40	4.0	55	0.8	133	1.6
Totals by size	595	100.0	993	100.0	6,591	100.0	8,179	100.0

Note: See table 7-2 for methodological note.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table A:A.

See Table 7-12 for similar data

Table 7-4.
Number of museums by governing authority: 1979 and 1988

Governing authority	1979		1988	
	Number	Percent	Number	Percent
Public museums				
Municipal	419	9.5	603	7.4
County/regional	215	4.9	670	8.2
State	488	11.1	914	11.2
Federal	344	7.8	599	7.3
Public school district	41	0.9	52	0.6
Public college/university	281	6.4	540	6.6
Total	1,788	40.6	3,378	41.4
Private museums				
Private nonprofit	2,354	53.4	4,493	55.0
Private college/university	151	3.4	141	1.7
Private elementary/secondary school	3	0.1	2	0.0
Church	23	0.5	57	0.7
Other	89	2.0	96	1.2
Total	2,620	59.4	4,789	58.6
Total museums	4,408	100.0	8,167 *	100.0

Note: As defined in the 1988-89 survey, the survey estimated that 7,160 of the 8,167 museums were operating in 1978-79. The difference in estimate of total number of museums may be due to differences in study methodology and the fact that many small museums not included in the 1979 study grew enough in operation to meet the definition requirements for inclusion. The study was conducted in 1989-90; however, questions were usually asked for the FY 1988 year. See table 7-2 for methodological note.

*Approximately 12 museums did not answer the governing authority question. The total responses by governing authority did not add up to the totals for responses by type or by size.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table B:5A.

See Table 7-13 for similar data

Table 7-5a.
Sources of operating income by type of museum: FY1988

Museum type	Income source					
	Parent/friend organizations	Government	Private	Investment income	Earned income	Total income
	(percent)					
Aquarium	1.7	18.9	2.2	4.1	73.0	100.0
Arboretum/botanical gardens	11.6	32.1	15.1	19.3	22.0	100.0
Art	9.2	20.7	22.1	19.6	28.3	100.0
Children's	3.6	19.1	29.9	12.8	34.7	100.0
General	7.9	60.7	10.9	6.0	14.6	100.0
Historic site	15.6	37.0	8.8	8.3	30.2	100.0
History museum	9.2	41.3	13.7	13.2	22.6	100.0
Natural history	15.8	33.5	15.8	12.1	22.7	100.0
Nature center	13.9	24.5	22.1	15.3	24.2	100.0
Planetarium	24.9	29.2	5.3	0.7	40.0	100.0
Science	1.8	27.0	13.8	4.7	52.7	100.0
Specialized	8.4	24.3	28.2	13.0	26.2	100.0
Zoo	11.0	28.1	7.4	1.7	51.9	100.0
Average for all museums	9.9	32.8	15.3	11.5	30.5	100.0

Note: Percents may not total 100 because of rounding. See table 7-2 for methodological note.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table F:73-D.

1989 Edition
See Table 7-13 for similar data

Table 7-5b.
Operating income of museums by type and size and by governing authority and size: FY1988

	Large	Medium	Small
		(in dollars)	
Museum type*			
Aquarium	10,512,974	2,295,303	480,000
Arboretum/botanical gardens	3,250,000	426,462	40,000
Art	2,212,100	475,324	84,000
Children's	2,264,903	561,918	140,980
General	1,659,087	582,000	16,127
Historic site	1,000,000	512,000	58,900
History museum	1,992,095	616,128	49,000
Natural history	2,205,681	530,914	60,200
Nature center	1,121,001	525,000	100,000
Planetarium	3,463,318	505,000	60,000
Science	6,017,000	1,861,600	66,100
Specialized	1,500,000	559,000	76,000
Zoo	7,958,222	1,882,730	416,000
Governing authority			
Municipal	1,000,000	775,900	63,000
County/regional	4,819,465	525,000	29,168
State	2,042,400	575,500	75,000
Federal	4,371,000	451,000	122,000
Public education institutions	1,500,000	448,949	49,156
Private nonprofit	2,117,700	550,069	52,601
Other private	2,918,423	538,000	60,244

Note: See table 7-2 for methodological note.

* Approximately 306 museums did not respond to questions on operating income.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table F:73-1.

Table 7-6.
Median total operating expenses of museums by type and size and by governing authority and size: FY1988

	Large	Medium	Small
		(in dollars)	
Museum type			
Aquarium	9,155,591	2,229,123	480,000
Arboretum/botanical gardens	3,000,000	426,462	22,713
Art	2,230,804	492,000	77,915
Children's	2,292,052	498,278	140,679
General	2,321,992	485,000	15,000
Historic site	1,000,000	462,654	55,000
History museum	1,782,700	562,000	37,000
Natural history	2,119,414	485,961	56,298
Nature center	1,187,423	467,000	125,044
Planetarium	3,462,084	500,000	60,000
Science	5,794,125	1,446,897	66,100
Specialized	1,500,000	559,000	75,000
Zoo	6,551,000	1,720,000	416,000
Governing authority			
Municipal	1,000,000	715,676	75,000
County/regional	4,819,465	570,000	26,443
State	1,774,410	575,500	65,574
Federal	4,371,000	485,000	90,000
Public education institutions	1,500,000	447,742	56,298
Private nonprofit	2,167,564	486,000	47,545
Other private	2,922,860	538,000	44,000
Public school district	*	685,681	70,000
Public college/university	1,500,000	447,742	50,000
Private college/university	2,869,182	579,399	100,630
Private elementary/secondary school	*	1,700,000	*
Church	1,918,000	400,000	5,700
Other	3,000,000	*	60,244

Note: See table 7-2 for methodological note.

*Number too small to report.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table F:74-E.

See Table 7-17 for 1982 data

Table 7-7.
Major sources of revenue of museums in the United States: 1987

			Receipts from customers, patrons, and contract fees					Other revenues	
Type of museum	Number of establishments	Total revenue	Admissions	Membership dues and fees	Sales of food, refreshments, and alcoholic beverages	Sales of other merchandise	Other	Government or private contributions	Other
Tax-exempt					(in thousands of dollars; percents in parentheses)				
Museums, art galleries, and botanical and zoological gardens	2,695 (100)	2,597,156 (100)	283,158 (11) (b)	145,215 (6) (b)	77,002 (3) (b)	175,301 (7) (b)	153,913 (6) (b)	1,286,495 (50) (b)	476,074 (18) (b)
Museums and art galleries:									
Commercial	461 (17) (a)	337,681 (13) (b)	106,313 (31) (c)	21,982 (7) (c)	18,596 (6) (c)	50,323 (15) (c)	37,015 (11) (c)	73,894 (22) (c)	29,558 (19) (c)
Noncommerical	2,030 (75) (a)	1,872,625 (72) (b)	96,533 (52) (c)	95,665 (5) (c)	29,607 (2) (c)	85,982 (5) (c)	98,836 (5) (c)	1,073,862 (57) (c)	392,140 (21) (c)
Arboreta, botanical and zoological gardens:									
Commerical	64 (2) (a)	176,536 (7) (b)	62,590 (35) (c)	14,914 (8) (c)	25,225 (14) (c)	28,946 (16) (c)	6,8212 (4) (c)	31,705 (18) (c)	6,344 (4) (c)
Noncommercial	140 (5) (a)	210,316 (8) (b)	17,722 (8) (c)	12,654 (6) (c)	3,574 (2) (c)	10,050 (5) (c)	11,250 (5) (c)	107,034 (51) (c)	48,032 (23) (c)
Taxable									
Museums and art galleries	238 (100)	76,725 (100)	52,926 (70) (c)	751 (1) (c)	4,017 (5) (c)	16,702 (22) (c)	2,329 (3) (c)	NA	NA
Arboreta and botanical or zoological gardens	90 (100)	46,635 (100)	36,925 (79) (c)	204 (d)	2,190 (5) (c)	6,746 (14) (c)	570 (1) (c)	NA	NA

NA - Not applicable.

Note: Includes only establishments with payroll.

(a) Percent of total number.

(b) Percent of total revenue.

(c) Percent of total revenue for museum listed.

(d) Less than 1 percent.

Source: U.S. Bureau of the Census, 1987 Census of Service Industries, Miscellaneous Subjects, Industry Services, Washington, D.C., July 1991, tables 51 and 52, p. 4-272.

Methodological note: Establishments which indicated that all or part of their income was exempt from Federal income tax under provision of section 501 or 521 of the IRS code were classified as tax-exempt; establishments indicating no such exemption were classified as taxable. Revenue includes receipts from customers or clients for services rendered, from the use of facilities, and from merchandise sold during 1987 whether or not payment was received in 1987. Receipts are net after deductions for refunds and allowances for merchandise returned by customers. Revenues do not include sales, admissions, and other taxes collected by the organization from customers or clients and paid directly to a local, State, or Federal tax agency. Revenue includes income from interest, dividends, gross contributions, gifts, and grants (whether or not restricted for use in operations), rents, royalties, dues and assessments from members and affiliates, and net receipts from fundraising activities. Revenue does not include income from the sale of real estate, investments, or other assets; receipts of separately operated departments, concessions, etc., which are leased to others; and amounts transferred to operating funds from capital or reserve funds.

Noncommercial museums and art galleries are not funded primarily through admission charges. Historical, cultural, and educational societies whose functions are primarily providing attractions for the public (funded primarily through contributions and grants) are included here. Art galleries or art dealers primarily selling to the general public are classified in retail trade. Noncommercial arboreta, botanical and zoological gardens are also primarily funded other than by admission charges. Establishments primarily operating commercial exhibits (funded primarily from admissions) are included in amusement and recreation services, n.e.c.

Table 7-8.
Association of Art Museum Directors data on art museum governance and geographic district: 1987, 1989, and 1991

Governance	Total museums 1987	Total museums 1989	Total museums 1991
	(percent)		
Private-nonprofit	58.2	55.6	63
University	15.6	14.4	15
Private/government	12.8	13.1	8
Government	6.4	5.9	8
Private/university	3.5	4.6	4
Other	NA	2.0	2
University/other	NA	1.3	NA
Private/government/other	1.4	1.3	NA
Private/other	0.7	0.7	NA
Total percent	100.0	100.0	100.0
Base n	(141)	(153)	169
Missing cases	(1)	(2)	NA

	1987		1989		1991
District	Total museums	University museums	Total museums	University museums	Total museums
	(percent)		(percent)		(percent)
New England	12.8	22.2	11.0	18.2	10
Mid-Atlantic	24.1	18.5	26.5	15.2	24
Midwest	20.6	29.6	20.6	30.3	21
Mountain Plains	12.8	11.1	12.3	15.2	10
Southeast	12.8	11.1	12.9	9.1	18
Western	14.2	7.4	12.9	12.1	14
Canada	2.8	0.0	3.9	0.0	4
Total percent	100.0	100.0	100.0	100.0	
Base n	(141)	(27)	(155)	(33)	169
Missing cases	(1)	(0)	(0)	(0)	NA

NA - Not available.

Note: See table 7-11 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43; 1991 Salary Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

Methodological note: The 1987, 1989, and 1991 Salary Surveys are the fourth, sixth, and eighth in a series of annual surveys by the Association of Art Museum Directors (AAMD) of salaries of art museum employees. In 1991, 169 of 204 museums surveyed or 83 percent responded. The response rates for 1987 and 1989 were 81 percent and 84 percent, respectively. Museums surveyed included both current and former AAMD members in the active and associate member categories. In 1987, active membership was predicated upon an annual operating budget of $1.1 million; 1989 active membership was predicated upon an annual budget of $1.3 million; information not available for 1991 membership. The format of the 1987, 1989, and 1991 surveys are identical.

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Updates Table 7-23

Table 7-9.
Association of Art Museum Directors data on the number of full- and part-time art museum employees: 1987, 1989, and 1991

Number of full-time employees	Total museums 1987	Total museums 1989	Total museums 1991
	(percent)	(percent))	(percent)
0 to 10...........................	12.1	12.5	9
11 to 20..........................	19.3	17.1	21
21 to 50..........................	28.6	30.9	34
51 to 100.........................	21.4	19.1	18
101 to 750........................	18.6	20.4	18
Total percent.....................	100.0	100.0	100.0
Base n............................	(135)	(152)	169
Missing cases.....................	(2)	(3)	NA

Number of part-time employees	Total museums 1989	Total museums 1991
	(percent)	
0 to 5..	11.5	14
6 to 10...	19.6	14
11 to 20..	25.0	26
21 to 50..	28.4	32
51 to 277...	15.5	41
Total percent...	100.0	100.0
Base n..	(148)	169
Missing cases...	(7)	NA

NA - Not available.

Note: See table 7-8 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43; 1991 Salary Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

Table 7-10.
Association of Art Museum Directors data on art museum founding date and size of metropolitan area: 1987, 1989, and 1991

	1987		1989		1991
Founding date	Total museums	University museums	Total museums	University museums	Total museums
	(percent)		(percent)		(percent)
Before 1875...........	10.3	15.4	8.6	15.2	9
1876-1900.............	17.6	23.1	18.4	18.2	13
1901-1925.............	19.9	3.8	23.0	6.1	26
1926-1950.............	26.5	26.9	25.7	24.2	28
1951-1960.............	5.1	3.8	6.6	12.1	21
After 1960............	20.6	26.9	17.8	24.2	7
Total percent.........	100.0	100.0	100.0	100.0	100.0
Base n................	(136)	(26)	(152)	(33)	169
Missing cases.........	(6)	(1)	(3)	(0)	NA

	1987		1989		1991
Population of metropolitan area	Total museums	University museums	Total museums	University museums	Total museums
	(percent)		(percent)		(percent)
Under 100,000...........	12.7	37.0	12.3	39.4	11
100,001 to 500,000......	15.5	22.2	16.8	21.2	16
500,001 to 1,000,000....	14.1	7.4	14.8	9.1	16
1,000,001 to 2,000,000..	12.0	3.7	11.6	3.0	12
2,000,001 to 3,000,000..	19.0	7.4	17.4	9.1	20
Over 3,000,000..........	26.8	22.2	27.1	18.2	25
Total percent...........	100.0	100.0	100.0	100.0	100.0
Base n..................	(142)	(27)	(155)	(33)	169
Missing cases...........	(0)	(0)	(0)	(0)	NA

NA - Not available.

Note: See table 7-8 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43; 1991 Salary Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

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Table 7-11.
Association of Art Museum Directors data on the size of the operating budget and payroll as a percentage of art museum budgets: 1987, 1989, and 1991

Operating budget	1989 Total museums	1991 Total museums
	(percent)	
Under $400,000	3.9	2
$400,001 to $1,000,000	20.3	10
$1,000,001 to $2,500,000	31.4	40
$2,500,001 to $5,000,000	23.5	40
$5,000,001 to $7,500,000	6.5	8
Over $7,500,000	14.4	16
Total percent	100.0	100.0
Base n	(153)	169
Missing cases	(2)	NA

Percent allocated to payroll	1987 Total museums	1989 Total museums	1991 Total museums
	(percent)	(percent)	(percent)
0 to 30 percent	5.9	7.7	8
31 to 40 percent	26.5	22.5	20
41 to 50 percent	30.9	37.3	45
51 to 60 percent	18.4	17.6	14
61 to 70 percent	11.0	9.2	6
Over 70 percent	7.4	5.6	8
Total percent	100.0	100.0	100.0
Base n	(136)	(152)	169
Missing cases	(6)	(3)	NA

NA - Not available.

Note: Total may add to more than 100 because of rounding.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 1 and 42, 2 and 43; 1989 Salary Survey, New York, NY, 1989, pp. 1 and 42, and pp. 2 and 43; 1991 Salary Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

Table 7-12.
Salaries of selected employees of art museums, Association of Art Museum Directors survey: 1987, 1989, and 1991

Position or title	1987 Number of responses	1987 Median salary	1989 Number of responses	1989 Median salary	1991 Number of responses	1991 Median salary	1991 Lowest salary	1991 Highest salary	1991 Average salary
Director	129	65,000	148	72,250	161	86,940	45,000	215,344	93,341
Administrator	122	40,000	129	45,000	146	50,000	20,843	196,460	56,028
Development officer	91	40,000	96	45,500	121	50,000	17,500	154,000	54,200
Membership secretary	103	19,000	109	21,424	127	24,000	11,000	73,800	25,879
Marketing director	32	32,603	33	35,000	41	36,200	16,154	97,125	41,277
Public relations officer	110	25,500	110	27,250	121	29,400	16,000	76,139	33,291
Museum store manager	94	23,000	113	24,810	133	26,048	9,100	82,959	28,857
Volunteer coordinator	42	20,000	52	20,000	58	24,455	8,008	74,276	25,033
Curator A	96	37,597	103	38,000	114	45,000	14,000	112,875	50,294
Curator B	97	34,200	110	37,350	117	43,000	18,000	122,200	45,635
Curator C	39	29,000	51	34,100	47	35,500	19,625	79,000	38,590
Curator D	49	26,381	62	30,000	64	32,265	15,000	62,541	33,269
Curator E	48	21,911	50	26,344	51	29,145	14,000	48,743	28,299
Curatorial assistant	68	17,630	74	18,150	87	21,000	9,100	41,532	21,353
Photographer	55	25,419	60	27,200	61	27,993	9,555	53,500	29,617
Educator A	114	27,000	127	30,187	136	33,464	16,478	90,000	36,006
Educator B	76	23,421	77	25,390	99	28,765	9,675	65,700	29,271
Educator C	49	20,545	63	21,840	73	23,660	10,920	49,500	24,593
Educational assistant	50	16,700	67	17,500	77	18,500	8,000	32,700	18,978
Registrar A	126	24,168	139	26,000	154	28,940	13,424	73,731	31,471
Registrar B	63	19,000	70	22,256	80	24,588	13,000	53,215	25,469
Registrar C	49	17,100	56	18,997	60	20,410	10,400	33,430	21,093
Librarian A	79	25,411	80	28,047	87	30,750	13,839	78,963	33,650
Librarian B	39	20,948	45	24,576	45	27,774	13,490	63,700	29,130
Conservator A	42	41,943	48	45,000	50	45,850	17,000	96,600	49,745
Conservator B	34	34,824	35	38,600	36	43,600	23,650	80,000	44,329
Conservation assistant	24	18,764	26	19,984	26	21,920	12,064	36,301	23,024
Conservation scientist	10	36,800	9	35,309	9	54,694	22,333	85,300	50,889
Preparator A	101	22,000	114	23,750	122	27,560	11,000	76,000	30,128
Preparator B	76	18,889	87	20,500	92	22,778	12,000	50,410	23,905
Editor	57	28,500	59	33,700	62	35,314	16,600	87,500	39,090
Head designer	47	26,750	44	27,919	50	30,545	16,916	69,517	33,115
Building superintendent	86	30,620	100	31,500	117	33,000	11,850	83,337	36,871
Chief of security	86	24,503	102	25,200	116	28,250	12,000	73,500	29,831

Note: Relevant position descriptions are available in the complete report. See table 7-8 for methodological note.

Source: Association of Art Museum Directors, 1987 Salary Survey, Montreal, Quebec, Canada, 1987, pp. 5-41; Association of Art Museum Directors, 1989 Salary Survey, New York, NY, 1989, pp. 5-42; 1991 Salary Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

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Table 7-13.
Association of Art Museum Directors (AAMD) summary data from 1989 and 1991 Statistical Surveys: FY1988, FY1990 (continued on next page)

Data element	FY1988	FY1990
Full-time employees	13,087	14,024
Part-time employees	5,878	6,112
Building size (square feet)	19,854,600	20,778,894
Gallery space (square feet)	7,120,571	7,282,866
Museum store space (square feet)	320,064	325,279
Food service space (square feet)	371,688	385,104
Individual/family members	1,196,672	1,236,729
Corporate members	23,640	18,487
Volunteers	58,705	61,790
Annual attendance	46,014,384	45,583,963
	(in dollars)	
Income		
Total operating income	899,723,703	1,016,751,652
Government grants		
Total Federal support	95,717,991	80,421,797
National Endowment for the Arts Support	8,007,772	7,578,429
National Endowment of the Humanities	2,135,259	2,434,757
IMS support	2,702,861	3,145,825
Other Federal support	61,450,434	68,756,627
State support	74,262,736	71,129,655
County support	20,798,175	28,923,373
City support	62,210,439	76,517,157
Other government support	11,406,720	8,529,761
Contributed income		
Corporate contributions	46,090,645	56,282,978
Foundation contributions	55,430,030	65,501,452
Individual/family contributions	97,468,545	116,431,978
Other private contributions	36,077,680	31,148,157
Endowment income		
Endowment income for operations	132,828,982	144,183,593
Endowment income for acquisitions	40,192,256	52,587,697
Earned income		
Net revenue from admissions	37,519,927	44,918,899
Net revenue from concerts, lectures, and films	4,289,985	5,502,712
Net revenue from store	30,236,616	77,396,904
Net revenue from restaurant	2,027,808	16,543,338
Net revenue from class tuitions	9,982,367	7,070,529
Net revenue from participation fees	5,308,203	22,338,253
Net revenue from special events	14,029,748	8,135,023
Net revenue from other earned income	18,976,062	28,553,092

Table 7-13.
Association of Art Museum Directors (AAMD) summary data from 1989 and 1991 Statistical Surveys: FY1988, FY1990 (continued from previous page)

Data element	FY1988	FY1990
	(in dollars)	
Expenditures		
Total operating expenses	888,923,946	1,002,242,962
Personnel expenditures		
Salaries	357,184,470	388,859,877
Benefits	62,216,380	73,804,393
Program expenditures		
Curatorial & exhibitions costs	194,222,609	220,281,346
Conservation costs	18,834,174	20,408,263
Education costs	41,727,528	53,699,972
Library costs	13,915,319	15,655,176
Support expenditures		
Security costs	79,212,217	89,997,705
Energy costs	38,998,926	40,881,060
Administration costs	127,340,004	145,392,580
Development costs	53,332,697	63,723,156
Building maintenance	72,623,880	80,382,979
Capital improvements	89,179,316	76,088,682
Surplus/deficit		
Current surplus	15,177,184*	1,167,458
Accumulated reserve	255,829,818*	113,962,256
Acquisitions		
Cost of art purchased	117,150,001	157,083,062
Number of works purchased	10,669	14,421
Value of art donated	77,300,498	139,120,881
Number of works donated	24,429	18,310
Insurance carried on collections	4,571,074,082	6,423,252,698
Average percent of collection insured	48.138	49.38
Estimated total value of collections	22,465,473,945	17,898,005,313
Endowment - Current book value	2,151,520,316	2,381,539,811
Current market value	2,582,743,229	2,989,724,014

Note: A total of 184 museums were surveyed in FY1990 and 155 (84 percent) responded. Information for FY1988 was not available.

*Due to current accounting practices, amounts reported as current and/or accumulated surplus may include the principal of unrestricted or "Quasi-Endowment." These figures should not be interpreted as actual operating surplus.

Source: Association of Art Museum Directors, 1989 Statistical Survey, New York, NY, 1989, pp. 187 and 198; 1991 Statistical Survey, New York, NY, 1991. Data for 1991 provided by Lesley Freedman.

Table 7-14.
Characteristics of respondents from the 1990 New England Museum Association (NEMA) Salary Survey: 1990 (continued on next page)

Respondent characteristic	Number of respondents	Percent
Positions surveyed by discipline		
History	592	40.0
Art	490	33.3
Science	162	10.9
Youth	64	4.3
General	172	11.6
Positions surveyed by gender		
Male	517	35.1
Female	957	64.9
Positions surveyed by budget category		
$0-$50,000	22	1.4
$50,000-$100,000	65	4.4
$100,000-$250,000	147	9.9
$250,000-$500,000	287	19.4
$500,000-$1 million	253	17.1
$1 to $3 million	357	24.1
$3 to R10 million	225	15.2
Over $10 million	124	8.4
Positions surveyed by job title		
Director	166	11.2
Director of Administration	39	2.6
Business Manager	62	4.2
Administrative Assistant	94	6.4
Curator A	66	4.5
Curator B	101	6.8
Curator C	39	2.6
Curator of Exhibits	10	0.7
Educator A	83	5.6
Educator B	93	6.3
Educator C	42	2.8
Curatorial/Educational Assistant	54	3.6
Exhibit Designer	26	1.8
Technician/Preparator	39	2.6
Registrar A	53	3.6
Registrar B	21	1.4
Conservator A	23	1.6
Conservator B	17	1.1
Marketing Director	25	1.7
Development A	45	3.0
Development B	28	1.9
Publicity A	36	2.4
Publicity B	16	1.1
Membership A	34	2.3
Membership B	21	1.4
Librarian	45	3.0
Editor	19	1.3
Volunteer Coordinator	24	1.6
Chief of Security	22	1.5
Building Superintendent	74	5.0
Store Manager	63	4.3

Table 7-14.
Characteristics of respondents from the 1990 New England Museum Association (NEMA) Salary Survey: 1990 (continued from previous page)

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, p. 7.

Methodological Note: The New England Museum Association conducted the 1990 Salary Survey of 322 New England museums of which 194 (60 percent) responded. This survey updated information collected from three previous surveys: 1978, 1981, and 1986. The survey assessed 31 positions, which is 5 more than did the 1986 survey. The positions added are Marketing Director, Building Superintendent, Chief of Security, Store Manager, and Administrative Assistant to the Director. Curator D was replaced by Curator of Exhibits and Exhibit Designer replaced Preparator of Exhibits. In addition to data on salaries, the survey collected information on benefits, vacations, salary increases for the last three fiscal years, wage ranges for hourly employees, and reasons for part-time employment.

In 1978, 1981, and 1986, the New England Museum Association conducted salary surveys on museum positions in the region. This new survey for 1990 updates the previous surveys and departs from them as well. The current survey assessed 31 positions, 5 more than in 1986 when data were last collected. Marketing Director, Building Superintendent, Chief of Security, Store Manager, and Administrative Assistant to the Director were added. Curator D was eliminated and replaced by Curator of Exhibits. Exhibit Designer replaced Preparator of Exhibits. In some cases, job descriptions were rewritten to emphasize the particular duties of a position and place lesser emphasis on specific academic degree or extent of professional reputation. The intent was to reflect characteristics of professionals working in the region, rather than to have the job description express an ideal. The survey includes an analysis of the impact of selected factors on salary levels in New England, and represents a new way of treating museum salary information. It is the most significant difference between this and past NEMA surveys, which present raw data only. Respondents (directors of their delegated representatives, such as personnel directors) were requested to provide information on factors potentially relevant to salary levels. Certain factors were reflective of the institutions: type of museum (art, history, etc.), location, operating budget, and affiliation (private, state, college, etc.). Other factors characterized individuals currently holding positions: sex, education, length of time in current position, and years of experience related to a job. In the summer of 1989, the New England Museum Association staff mailed salary surveys to 322 museums in the region. Of these, over 200 were NEMA institutional members. The remainder were institutions having a link with NEMA through individual memberships of their directors or other key personnel. The original 322 museums surveyed represented the majority of New England museums with paid staffs.

The survey collected data on salaries as of July 1, 1989. In addition to data on salaries, the survey collected information on benefits, vacations, salary increases for the last three fiscal years, wage ranges for hourly employees, and reasons for part-time employment. Surveys were collected anonymously. In order to track response rates, museums were asked to mail separate post cards indicating that completed surveys had been mailed to the NEMA office. Telephone calls were made to museums which had not responded by late summer to remind them to return their surveys. By the fall of 1989, 194 museums or 60 percent had returned completed surveys to the NEMA office. Of these, 182 or 56.5 percent provided usable data. In all, museums provided usable salary information on 1,480 positions.

New inclusion

Table 7-15.
Wage range for hourly employees by budget category from the 1990 New England Museum Association (NEMA) Salary Survey: 1990

Budget category	Average wage range (in dollars per hour)	Average number employed	Average hours/ week	Number of responses
$0 to 50,000				
Docent/Interpreter	8.00-11.25	1	28	4
Guard	4.33	3	30	1
Teacher	15.00	3	4	1
Visitor Services	7.50	NA	NA	1
Store Clerk	NA	NA	NA	NA
$50,000 to $100,000				
Docent/Interpreter	3.95-6.25	2	19	7
Guard	5.00-6.00	2	9	3
Teacher	5.25	12	7.5	1
Visitor Services	6.00-7.50	2	7.5	2
Store Clerk	7.50	1	25	1
$100,000 to $250,000				
Docent/Interpreter	4.08-7.00	4	17	9
Guard	3.95-7.25	5	17	4
Teacher	4.88-11.00	4	24	5
Visitor Services	3.25-9.08	2	21	11
Store Clerk	4.00-6.50	2	24	5
$250,000 to $500,000				
Docent/Interpreter	4.38-8.50	7	24	18
Guard	4.50-13.25	8	21	11
Teacher	6.00-24.00	14	9	10
Visitor Services	4.25-15.00	2	28	15
Store Clerk	4.50-6.25	2	25	9
$500,000 to $1 million				
Docent/Interpreter	4.78-8.50	11	19	10
Guard	4.98-11.34	4	25	12
Teacher	6.25-30.00	4	12	6
Visitor Services	4.50-7.50	3	23	14
Store Clerk	4.50-8.88	3	21	17
$1 to $3 million				
Docent/Interpreter	3.75-42.50	26	13	11
Guard	5.38-10.00	9	30	15
Teacher	8.85-21.00	19	15	6
Visitor Services	4.50-8.75	3	27	13
Store Clerk	4.50-8.30	4	26	12
$3 to $10 million				
Docent/Interpreter	5.00-6.50	44	29	5
Guard	5.50-8.60	22	28	6
Teacher	9.10-9.90	3	26	2
Visitor Services	4.86-8.50	8	24	6
Store Clerk	5.00-9.53	6	31	8
Over $10 million				
Docent/Interpreter	6.10-7.66	80	33	2
Guard	6.25-6.89	37	40	3
Teacher	6.10-13.46	42	23	3
Visitor Services	6.10-6.25	13	36	3
Store Clerk	4.50-6.50	36	35	4

NA - Not available.

Note: The survey collected data on salaries as of July 1, 1989. See table 7-14 for methodological note.

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, pp. 34-35.

Table 7-16.
Comparison of salary ranges of selected positions in the 1990 New England Museum Association (NEMA) personnel surveys: 1978-1990

Position	1978	1981	1986	1990
		(in dollars)		
Director	15-20,000	20-25,000	34,115	35,500
Director of Administration	18-20,000	15-20,000	23,850	31,312
Curator A	10-15,000	15-20,000	24,075	29,820

Note: See table 7-14 for methodological note.

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, p. 6.

Observational note: The positions of Director, Director of Administration, and Curator A over the years since 1978 reveal a progressive increase in median salaries (those falling at the midpoint when salaries are placed in rank order). It is interesting to note that the median increase was quite small for directors between 1986 and 1990 ($1,385 or 4.06 percent). Directors of administration and curators fared better with respective increases of 31.29 and 23.86 percent.

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New inclusion

Table 7-17.
Average annual salary increases by budget size as reported in 1990 New England Museum Association (NEMA) salary survey: 1987-1989

Budget size	FY 1987			FY 1988			FY 1989		
	Range	Average	Number of responses	Range	Average	Number of responses	Range	Average	Number of Responses
	(percent)			(percent)			(percent)		
All Museums................	0-36	6	142	0-40	6	153	0-18	6	154
$0 to $50,000...............	0-20	6	9	0-15	5	11	0-14	6	12
$50,000 to $100,000......	0-15	6	14	0-40	8	16	0-14	6	18
$100,000 to $250,000	0-36	6	32	0-25	7	36	0-12.5	6	32
$250,000 to $500,000	0-15	6	36	2-15	6	38	0-18	7	40
$500,000 to $1 million....	0-12	5	22	2-10	5	23	2-7	5	23
$1 to $3 million	3-9	5	19	4-8	6	20	4-10	6	20
$3 to $10 million...........	3-6	4	7	3.5-8	5	7	3.5-10	6	7
Over $10 million...........	4-5	5	3	5-6	6	2	6-7.5	6	2

Note: See table 7-14 for methodological note.

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, p. 633

Table 7-18.
Comparison of benefits offered by museums responding to 1990 New England Museum Association (NEMA) Salary Survey: 1989

Benefit	Not offered	Museum pays	Museum-employee spilt	Employee pays	Number of responses
			(percent)		
Medical insurance	12	52	34	2	170
Disability insurance	47	34	13	6	151
Dental insurance	65	14	18	3	154
Pension	53	19	22	6	155
Tax-deferred annuity	64	6	12	18	141
Life insurance	54	27	13	6	156
Sabbatical	81	10	2	7	146
Tuition reimbursement	54	19	25	2	151
Professional association membership	30	50	7	13	159

Note: See table 7-14 for methodological note.

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, p. 31.

Table 7-19.
Reasons museums employ professionals part-time from the 1990 New England Museum Association (NEMA) Salary Survey: 1990

Reason for part-time status	Number of responses	Percent
Employee preference	565	43
Not enough work for full time	391	29
Budget constraints	306	23
Job sharing	66	5
Total responses	1,328	
Museums responding	186	

Note: Part-time positions (converted to full-time equivalencies) represent 336 (22.7 percent) of the 1,480 positions for which usable salary information was provided by the 194 museums that returned completed surveys. See table 7-14 for methodology.

Source: New England Museum Association of the American Association of Museums, 1990 NEMA Salary Survey, Boston, MA, 1990, p. 34.

Table 7-20.
Salaries of Association of Science-Technology Centers (ASTC) members responding to 1990 ASTC Salary Survey, by gender: 1990 (budget size of less than $1 million)

Position	Male		Number of responses	Female		Number of responses
	Range	Average		Range	Average	
	(in dollars)			(in dollars)		
President/Executive Director	28,500-53,160	40,488	12	25,000-63,000	36,421	15
Executive Vice President/ Associate Director	25,000-38,262	35,421	3	20,000-28,000	22,911	3
Vice President/Director of Operations	57,971-65,000	61,486	2	15,000-28,099	21,550	2
Controller/Financial Officer	NA	19,240	1	6,129-32,000	18,813	10
Director of Development	NA	NA	0	9,620-32,000	23,816	8
Vice President/Director of PR/Marketing	22,000-28,500	27,125	4	13,260-27,000	21,846	9
Director of Education	20,000-23,000	21,250	4	14,000-38,500	22,904	17
Exhibits Director/Level 1	21,000-42,000	26,316	8	13,260-36,902	24,332	5
Exhibits Director/Level II	NA	NA	0	18,000-26,000	22,000	2
Exhibits Designer	19,000-26,000	22,168	4	7,170-25,600	16,923	3
Senior Exhibits Technician	11,000-28,800	18,236	9	NA	NA	0
Director/Curator of Collections	NA	28,200	1	NA	26,231	1
Director of Visitor Services	NA	23,005	1	12,500-23,000	18,445	4
Space Theater Director	NA	NA	0	NA	NA	0
Planetarium Director	22,500-28,000	25,199	4	NA	NA	0

NA - Not available.

Source: Association of Science-Technology Centers, 1990 ASTC Salary Survey, Washington, D.C., 1990, p. 43.

Methodological note: The 1990 ASTC Salary Survey was designed gather salary and benefits information from current ASTC members. The positions surveyed were those that were felt to be unique to the museum field and those which are often filled from the national market rather than from the local market. A total of 195 total surveys were mailed and 81 responses were received. This represents a 42 percent return. ASTC conducted two previous salary surveys: in 1982 and 1985. In 1985, the response rate was 74 percent and in 1982 it was 78.6 percent. The 1990 salary survey is the first time data have been gathered on sick leave, holidays, and other benefits. Each museum considered its own budgets, resources, and environment. The types of museums that responded are:

Museum type	Number responding	Percent
Science	53	65.0
Youth	10	12.5
Natural History	6	7.5
General	6	7.5
Other*	6	7.5
Total	81	100.0

*Other representation included history, nature and botanical museums.

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See Table 7-38 for similar 1985 data

Table 7-21.
Salaries of Association of Science-Technology Centers (ASTC) members responding to 1990 ASTC Salary Survey, by gender: 1990 (budget size: $1-$5 million)

Position	Male		Number of responses	Female		Number of responses
	Range	Average		Range	Average	
	(in dollars)			(in dollars)		
President/Executive Director	49,887-120,660	68,187	22	45,000-80,000	60,795	8
Executive Vice President/ Associate Director	38,000-85,000	61,500	2	25,000-55,000	39,259	8
Vice President/Director of Operations	25,725-71,200	44,182	6	18,500-44,100	31,367	9
Controller/Financial Officer	29,400-64,612	37,353	11	18,500-41,040	28,688	13
Director of Development	25,000-53,761	39,553	7	21,500-60,000	35,853	16
Vice President/Director of PR/Marketing	23,719-29,744	27,166	4	21,000-55,000	33,827	18
Vice President/Director of Programs	NA	43,056	1	26,000-64,346	40,484	9
Director of Education	15,000-37,057	29,364	9	21,000-48,000	31,140	17
Exhibits Director/Level 1	24,250-71,200	37,331	19	29,217-36,500	32,859	2
Exhibits Director/Level II	26,000-43,000	35,099	6	NA	21,000	1
Exhibits Designer	18,550-64,612	23,161	12	16,000-24,232	32,859	5
Senior Exhibits Technician	13,270-64,612	23,161	18	NA	NA	0
Director/Curator of Collections	29,000-34,384	32,380	7	16,000-38,195	26,374	4
Director of Visitor Services	22,048-37,156	27,568	3	14,560-31,000	21,294	10
Space Theater Director	NA	NA	0	NA	NA	1
Planetarium Director	22,200-60,000	33,491	12	NA	NA	0

NA - Not available.

Note: See table 7-20 for methodological note.

Source: Association of Science-Technology Centers, 1990 ASTC Salary Survey, Washington, D.C., 1990, p. 44.

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See Table 7-38 for similar 1985 data

Table 7-22.
Salaries of Association of Science-Technology Centers (ASTC) members responding to 1990 ASTC Salary Survey, by gender: 1990 (budget size: over $5 million)

Position	Male		Number of responses	Female		Number of responses
	Range	Average		Range	Average	
	(in dollars)			(in dollars)		
President/Executive Director	75,000-145,000	101,912	10	NA	NA	0
Executive Vice President/ Associate Director	NA	70,000	1	60,000-94,300	72,919	4
Vice President/Director of Operations	52,704-70,000	61,828	4	NA	NA	0
Controller/Financial Officer	42,000-76,989	58,357	9	38,250-61,000	48,803	3
Director of Development	59,567-74,000	68,289	3	16,252-78,000	51,187	8
Vice President/Director of PR/Marketing	42,391-54,000	48,130	3	32,000-86,000	51,888	5
Vice President/Director of Programs	54,865-78,000	68,366	5	50,000-70,000	60,000	2
Director of Education	25,500-51,500	41,825	7	39,775-48,806	43,316	10
Exhibits Director/Level 1	38,000-75,000	50,460	8	32,760-62,100	47,387	3
Exhibits Director/Level II	27,477-49,920	34,399	5	32,250-47,300	39,775	2
Exhibits Designer	20,213-44,308	28,409	7	20,000-47,160	29,760	3
Senior Exhibits Technician	18,000-43,704	25,796	8	NA	19,940	1
Director/Curator of Collections	37,643-65,160	49,268	3	32,500-44,300	38,900	2
Director of Visitor Services	NA	46,628	1	23,500-42,840	35,117	9
Space Theater Director	22,354-53,500	39,739	4	NA	NA	0
Planetarium Director	40,000-52,332	47,244	3	NA	NA	0

NA - Not available.

Note: See table 7-20 for methodological note.

Source: Association of Science-Technology Centers, 1990 ASTC Salary Survey, Washington, D.C., 1990, p. 45.

New inclusion

Table 7-23a.
Benefits offered to full-time employees of Science-Technology Centers: 1990

Benefits	Not offered	Museum pays	Employee pays	Museum/ employee split	Number of responses
Car allowance	85	15	NA	NA	74
Day care	97	NA	3	NA	75
Deferred annuity	37	7	44	12	73
Dental care	36	36	10	18	77
Dependent care	76	1	19	4	73
Disability insurance	34	55	4	7	74
Expense account	79	21	NA	NA	71
Eye care	77	13	3	7	76
Life insurance	17	73	3	7	74
Medical insurance	6	61	NA	33	79
Pension	43	29	5	23	77
Sabbatical	88	3	6	3	70
Sec 125 Plan*	78	6	16	NA	69
Sick leave	4	96	NA	NA	78
Vacation	3	97	NA	NA	77

*Tax deferred, day care/dependent care programs.

NA - not applicable.

Note: See table 7-20 for methodological note.

Source: Association of Science-Technology Centers, 1990 ASTC Salary Survey, Washington, D.C., 1990.

Table 7-23b.
Benefits as a percentage of total payroll of Association of Science-Technology Centers (ASTC) members responding to 1990 ASTC Salary Survey: 1990

Benefits as percent of total payroll	Average percent	Number of responses
0-4	3.3	4
5-9	6.2	9
10-14	12.0	7
15-19	16.4	12
20-24	21.4	23
24-29	26.5	6
30-34	30.4	5
35-39	36.5	2
All Science-Technology Centers	18.0	68

Note: See table 7-20 for methodological note.

Source: Association of Science-Technology Centers, 1990 ASTC Salary Survey, Washington, D.C., 1990, p. 48.

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See Table 7-30 for 1972-1980 data

Table 7-24.
Visitors to the Smithsonian Institution, selected years: 1982-1991

Year	Smithsonian Institution Building	Arts & Industries Building	Natural History Building	Air & Space Building	Freer Gallery of Art	American History	American Art & National Portrait Gallery
1982	964,984	1,087,978	5,024,007	8,885,574	291,944	4,413,485	363,977
1983	921,893	1,021,251	5,961,291	10,626,078	258,782	5,190,854	389,543
1984	987,202	1,084,115	6,096,282	14,438,799	399,426	5,369,336	366,023
1985	1,063,061	1,011,722	5,774,122	9,085,422	269,562	4,837,420	362,895
1986	1,053,937	1,078,292	5,960,365	7,361,071	307,805	5,131,115	347,380
1987	1,154,567	1,258,433	8,253,398	7,902,134	315,602	5,879,633	353,639
1988	24,670(a)	1,515,384	7,148,564	9,397,322	236,435	6,290,353	382,610
1989	151,414(b)	1,232,628	6,162,643	8,166,681	NA	5,470,232	378,719
1990	1,637,103	959,670	6,242,825	7,524,291	NA	5,745,291	451,335
1991	1,332,252	1,007,800	6,666,774	7,870,058	NA	5,552,976	627,854

Year	Renwick Gallery	Hirshhorn Museum	Anacostia Neighborhood Museum	Cooper-Hewitt Museum	National Museum of African Art	Total
1982	178,447	1,064,907	39,047	166,668	86,991	22,568,009
1983	144,876	1,033,127	19,527	212,695	64,166	25,844,083
1984	135,961	1,036,515	21,914	124,025	50,968	30,110,566
1985	107,331	1,018,295	24,062	112,116	45,020	23,712,028
1986	173,157	1,042,887	36,248	208,774	21,505(d)	22,722,536
1987	184,288	1,071,367	12,806(c)	135,708	233,648(e)	26,695,224
1988	134,435	1,270,276	37,266	137,112	507,112	27,081,539
1989	233,327	1,039,201	32,126	169,785	416,766	23,453,522
1990	205,490	896,184	42,074	154,620	423,152	24,282,035
1991	110,195	907,696	32,080	90,188	396,100	24,593,973

NA - Not available.

(a) Data available for January 1988 only.

(b) Data available for November and December 1989 only.

(c) Data available for May through December 1987 only.

(d) Data available for January through June 1986 only.

(e) Data available for September through December 1987 only.

Source: Smithsonian Institution, Office of Protective Services, Washington, D.C. Data provided by Sue Evans, January 1992.

Table 7-25.
Total and average museum attendance by year and type of museum: 1986-1988

Museum type	1986	1987	1988	Percent change 1986-1987	Percent change 1987-1988
Total attendance					
Aquarium	11,792,993	12,758,139	13,535,139	8.2	6.1
Arboretum/botanical gardens	26,272,688	25,920,989	26,101,003	-1.3	0.7
Art	70,326,540	72,463,226	75,919,820	3.0	4.8
Children's	6,313,086	6,827,156	7,365,194	8.1	7.9
General	26,477,461	28,349,860	32,087,102	7.1	13.2
Historic site	100,788,333	107,966,790	111,026,503	7.1	2.8
History museum	69,319,933	73,511,598	71,806,908	6.0	-2.3
Natural history	44,283,220	47,120,573	50,794,878	6.4	7.8
Nature center	19,705,229	20,614,016	21,839,796	4.6	5.9
Planetarium	5,637,338	5,870,130	6,111,685	4.1	4.1
Science	38,278,737	40,512,693	45,573,886	5.8	12.5
Specialized	19,643,434	20,783,479	22,516,376	5.8	8.3
Zoo	76,431,498	78,228,476	81,164,748	2.4	3.8
Total	515,270,490	540,927,124	565,843,039	5.0	4.6
Average attendance					
Aquarium	581,509	629,100	667,413	8.2	6.1
Arboretum/botanical gardens	82,621	81,515	82,081	-1.3	0.7
Art	57,930	59,690	62,537	3.0	4.8
Children's	99,091	107,160	115,605	8.1	7.9
General	37,630	40,291	45,602	7.1	13.2
Historic site	48,365	51,809	53,277	7.1	2.8
History museum	28,872	30,618	29,908	6.0	-2.3
Natural history	176,041	187,321	201,928	6.4	7.8
Nature center	66,194	69,247	73,364	4.6	5.9
Planetarium	146,310	152,352	158,621	4.1	4.1
Science	208,501	220,669	248,237	5.8	12.5
Specialized	41,804	44,231	47,918	5.8	8.3
Zoo	572,778	586,245	608,249	2.4	3.8
Average: all museums	62,998	66,135	69,181	5.0	4.6

Note: Figures weighted for missing data. Number/percent missing per year: 1986 - 227/2.8 percent; 1987 - 133/1.6 percent; 1988 - 60/0.7 percent. See table 7-2 for methodological note.

Source: American Association of Museums, Technical Report 1989 Museum Survey, (Interim Report), Monnie Peters, Project Manager, Washington, D.C., January 1992, table E:47A.

New Inclusion

Table 7-26a.
Cross-national comparison of the United States and Great Britain visitors participation rates to museums and art exhibits: 1981 and 1985

	United States — 1985 SPAA (a)	Great Britain — 1981 MORI (b)		
	Question: During the last 12 months did you visit an art gallery or an art museum?	Question: On another subject, which of these have you personally been to in the past 12 months? museum?		
Visitor characteristic	Participation rate to art gallery or art museum (22%)	Museum participation rate (29%)	Art exhibition participation rate (19%)	Visitor characteristic
Age		(percent)		**Age**
18-24 years	22	21	17	18-24 years
25-34 years	25	34	17	25-34 years
35-44 years	27	35	21	35-49 years
45-54 years	23			
55-64 years	18	29	20	50-64 years
65-75 years	16	20	18	65+ years
75+ years	10			
Gender				**Gender**
Female	23	27	18	Female
Male	21	31	20	Male
Occupation				**Class**
Professional	49	44	37	Upper
Middle Managerial	37	39	27	Lower Middle
Sales/Clerical	27	27	15	Skilled Manual
Craftsman	14	19	9	Semiskilled and Unskilled Manual
Operatives	9			
Laborers	10			
Service Workers	16			
Subregion				**Region**
New England	25	16	12	Scotland
Mid Atlantic	19	27	14	North
East Northcentral	20	30	19	Wales/Midlands
West Northcentral	22	32	20	South
South Atlantic	19	34	28	Southeast
East Southcentral	10			
West Southcentral	23			
Mountain	28			
Pacific	32			

(a) U.S. respondents were asked whether they visited an art gallery or an art museum during the 12 months. Survey of Public Participation in the Arts (SPAA).

(b) British respondents were asked whether they visited a museum or art exhibition during the past 12 months. Market and Opinion Research International (MORI).

Sources: "Survey of Public Participation in the Arts," 1985. Market and Opinion Research International survey (quota sample of 973 adults age 18+ interviewed at 51 points throughout Great Britain. Class is of household head) conducted for BBC "Panorama," 26 November 1981. As included in J. Mark Davidson Schuster, The Audience for American Art Museums, National Endowment for the Arts, Research Division Report #23, Seven Locks Press, Washington, DC, 1991, p. 14, table 3-a.

Table 7-26b.
Cross-national comparison of participation rates: France, 1981 (see table 7-26a for U.S. data)

Questions:	Since December '80 have you visited a museum?	Since December '80 have you visited a temporary exhibition of painting or sculpture?
Visitor characteristic	Museum participation rate	Exhibition participation rate
	(percent)	
Overall	30	21
Education		
No diploma	14	7
Elementary school grad	21	10
Certificate	34	25
Bachelor's degree or more	57	49
Age		
15-19 years	40	26
20-24 years	38	27
26-39 years	34	29
40-59 years	28	18
60-69 years	27	15
70+ years	14	9
Gender		
Female	30	22
Male	30	21
Socio-professional category		
Agriculture	17	8
Small merchant/artisan	32	26
Wholesale and industrial	49	33
Professional and managerial	61	53
Middle class	53	40
Clerical	32	28
Foreman	24	18
Laborer or service worker	20	13
Urbanization		
Rural	20	13
Less than 20,000 residents	26	19
20,000-100,000 residents	28	21
More than 100,000 residents	33	23
Paris	56	50
Paris region	47	36

Source: *Pratiques Culturelles des Francais*, survey (stratified quota sample of 3,984 individuals age 15 or over) conducted by ARCmc for the French Ministry of Culture (Paris: Dalloz, 1982). As included in J. Mark Davidson Schuster, The Audience for American Art Museums, National Endowment for the Arts, Research Division Report #23, Seven Locks Press, Washington, D.C., 1991, p. 15, table 3-b.

Table 7-26c.
Cross-national comparison of participation rates: Quebec, 1983 (see Table 7-26a for U.S. data)

Visitor characteristic	Art museum participation rate	Other museums participation rate
	Percent of the population having visited a museum at least once	
Overall	23	17
Education		
0-7 years	10	7
8-11 years	17	14
12-15 years	28	20
16+ years	48	29
Income (Canadian $)		
$10,000 or less	13	6
$10,000-$19,999	24	16
$20,00-$29,999	25	17
$30,000 or more	34	25
Age		
15-15 years	26	36
18-24 years	23	18
25-34 years	27	16
35-44 years	29	22
45-54 years	22	15
55+ years	18	10
Gender		
Female	24	16
Male	23	18

Source: Ministere des Affaires Culturelles du Quebec, Chiffres a L'Appui, Bulletin du Service de la Recherche et de la Planification, Vol. 2, No. 2, May 1984, summary of a public opinion poll (sample of 2,316 individuals age 15 or over)-conducted by the Centre de Recherche sur l'Opinion Publique (CROP) in 1983. As included in J. Mark Davidson Schuster, The Audience for American Art Museums, National Endowment for the Arts, Research Division Report #23, Seven Locks Press, Washington, D.C., 1991, p. 17, table 3-d.

New Inclusion

Table 7-26d.
Cross-national comparison of participation rates: Sweden, 1982-1983 (see table 7-26a for U.S. data)

Visitor characteristic	Art exhibitions and art galleries Participation rate	Museums and exhibitions (other than art) Participation rate
	Percent of the population that visited a museum in the previous 12 months	
Overall	31	45
Education		
Presecondary	20	32
Secondary	31	46
Postsecondary	61	74
Age		
16-24 years	25	51
26-44 years	32	51
45-64 years	35	41
65-74 years	29	29
Gender		
Female	34	45
Male	28	45
Socioeconomic group		
All Workers	19	34
Unskilled and semi-skilled workers	19	33
Skilled workers	20	38
All salaried employees	48	59
Junior salaried employees	38	47
Intermediate level salaried employees	49	62
Senior salaried employees	65	75
All entrepreneurs	29	37
Entrepreneurs without employees	32	41
Entrepreneurs with employees	40	47
Farmers	17	27
Regions		
Stockholm	41	56
Göteborg and Malmo	35	53
Other large cities and towns	30	44
Other southern and central Sweden	26	37
Northern densely populated areas	31	45
Northern sparsely populated areas	21	30

Source: Statistics Sweden, "Level of Living Survey 1982/83," as reported in Official Statistics of Sweden, *Cultural Statistics: Activities, Economy and Cultural Habits 1980-1984* (Stockholm: Statistics Sweden, 1987), p. 340. As included in J. Mark Davidson Schuster, The Audience for American Art Museums, National Endowment for the Arts, Research Division Report #23, Seven Locks Press, Washington, D.C., 1991, p. 16, table 3-c.

Chapter 8

Motion Pictures, Radio, Television, and Recording

Motion Pictures
Tables 8-1 through 8-13

Radio, Television and Recording
Tables 8-14 through 8-47

Screen Actors Union and Degrees Awarded Information
Tables 8-48 through 8-56

Creative works currently reach the public in the United States primarily through radio, television, recordings, and motion pictures. This chapter covers some important aspects in the current status of these media.

Major Sources of Information

Data presented in this chapter were obtained from the following sources.

Motion Pictures

- The National Association of Theatre Owners (NATO);
- The Motion Picture Association of America (MPAA);
- The Census of Service Industries;
- The American Film Institute.

Radio, Television, and Recording

- *Television and Cable Factbook*, produced by Television Digest;
- National Cable Television Association, *Cable Television Developments*;
- Paul Kagan and Associates, *The Kagan Census of Cable and Pay T.V.*;
- *Broadcasting Yearbook*;
- Corporation for Public Broadcasting;
- Recording Industry Association of America;
- Statistical Abstract of the United States.

Screen Actors Union Information and Degrees Awarded Information

- Screen Actors Guild;
- Department of Education, *Earned Degrees Survey*.

Comparison With the 1989 Sourcebook

This chapter has updated information available from the sources listed above on motion pictures, television, radio, and recordings.

Sources Not Updated

The original 1987 Sourcebook included a large number of historical tables from a detailed statistical summary of data on broadcasting from Christopher H. Sterling's 1984 work, *Electronic Media: A Guide to Trends in Broadcasting and Newer Technologies 1920-1983* (Praeger, 1984). For the 1989 edition some of the tables from this work were updated from available original sources and these tables were also updated for the 1992 Addendum. Sterling tables not updated include considerable historical information on the developments of radio and television, including information on ownership, revenues, profits, employment, and programming content. In some cases similar but not directly comparable data from other sources have been included in the 1992 Addendum. The tables not updated from Sterling's work are 8-30 to 8-32, 8-34, 8-38, 8-39, 8-42, 8-43, 8-44, 8-50, 8-52, 8-53a, 8-54, 8-55, 8-71, 8-73, and 8-74 in the 1989 Sourcebook. Many of these tables could be updated if more time and resources were available.

Motion Pictures

Within the area of motion pictures we were unable to update tables on the distribution of motion picture code rating and film negative costs. Data for 1968 to 1989 on motion picture code ratings can be found in tables 8-11 to 8-14 of the 1989 Sourcebook. The 1989 Sourcebook introduction to chapter 8 also includes a detailed description of the development of the criteria for the ratings. Data on film negative costs for 1986 and 1987 can be found in table 8-4 of the 1989 Sourcebook.

Workforce Information

The 1989 Sourcebook contains information on the size of the workforce in radio and television for most years from 1930 to 1980 in table 8-71. These data are from the Federal Communications Commission (FCC), which apparently stopped keeping such statistics in 1980. There is also information from the Census of Population for 1970 and 1980 on the number of announcers (see table 8-72 in 1989 Sourcebook) and information on the number of production workers in the motion picture and broadcasting industry by gender in table 8-70 of the 1989 Sourcebook, which was not updated.

Highlights of Information in Chapter 8

Motion Pictures

Survey of Current Business Information

- In 1929 gross motion picture admissions receipts were $720 million; in 1986 they were about $3.8 billion; and in 1990 they were $5.0 billion (table 8-1).

- The historical data document the decrease in motion picture receipts as a percent of total admissions to recreational activity (from 88 percent at the peak in 1943 to 35 percent in 1990) and as a percent of total consumption expenditures (from 1.28 in 1943 to .14 in 1990; table 8-1).

National Association of Theatre Owners and Motion Picture Association of America Information

- **Theatre Film Rental Market Shares.** Nine major distributors account for virtually all of the theatrical film market rental shares (distributors' share of the box office gross). In 1990 the largest distributor was Buena Vista with 16 percent of the market. Buena Vista was followed by Paramount with 15 percent, Universal and Fox with 14 percent each, and Warner Brothers with 13 percent (table 8-2).

- **Motion Picture Advertising Costs.** In 1984, motion picture advertising costs totaled $877.5 million and by 1989 they were over $1.5 billion. In 1989, the largest percent of advertising expenditures (67 percent) went to newspapers, with about 29 percent going to television, and the rest going to radio, magazines, and cable (table 8-4).

- **Admission Prices.** In current dollars, the average motion picture admission price has increased from an average of 36 cents in 1948 to an average of $4.75 in 1990 (table 8-5). In constant 1985 dollars, the data indicate that the price increased until about 1967 and then stabilized, and in constant dollars has had a small decline (as shown in chart 8-1).

- **Number of Motion Pictures Released.** The number of films released theatrically in the United States by U.S. distributors ranged from 410 to 536 per year for the period 1982 to 1990 (table 8-6).

- **Top Grossing Films.** In 1989 the top 25 pictures accounted for $2.42 billion in receipts, about 48 percent of total motion picture receipts (calculated from table 8-9).

- **Movie Attendance.** The data on yearly admissions from 1970 to 1990 show some increases in the 1980's over the 1970's, but in general indicate a rather flat trend since the mid-1970's (table 8-11). In 1970 yearly admissions were estimated to be 920.6 million persons. They reached 1 billion in

1974 and in 1990 admissions were estimated to be 1.06 billion (table 8-11).

- **Theatre Screens**. In 1990 there were 23,814 total theatre screens of which 910 were at drive-in theaters (table 8-10).
- Among the U.S. population movie attendance is most frequent among teenagers; almost half (45 percent in 1990) reported they attended at least once a month, compared with about 22 percent of the adult public 18 years of age and older (table 8-12).

Radio, Television, and Recording

Penetration of Radio and Television Summary

- Virtually all U.S. households have radio (99 percent in 1990) and television (98 percent in 1990). These figures are higher than that for phone service, which is estimated at 93 percent in 1990. In 1988, the average U.S. household had 5.6 radios and 1.9 television sets (table 8-14).
- The number of FM radio stations has almost doubled in the last 20 years. In 1970 there were 2,196 FM radio stations and in 1990 there were 4,269. The number of AM stations has increased only slightly, from 4,323 in 1970 to 4,975 in 1990 (table 8-14).
- The total number of television stations grew from 862 in 1970 to 1,442 in 1990 (table 8-14).

Radio and Television Ownership by the Print Media

- The newspaper-magazine industry has achieved a significant role in broadcast ownership. For example, in 1989 there were 252 television stations owned by the press, which constituted 24 percent of the 1,061 commercial television stations counted that year (tables 8-16 and 8-14).
- In 1980, 31 percent of television stations were owned by newspapers or magazines. The cross-ownership of media has been controlled to some extent by the FCC's prohibiting a newspaper from owning more than one television or one radio station in the area served by the paper (tables 8-16 and 8-14).

Cost of Buying a Broadcast Station

- In 1989 the average price for a radio station was about $2 million and for a TV station was about $18 million. The average selling price for any one year may reflect the sale of unusually large or small stations (calculated from table 8-17).

Cable Television Penetration

- In 1991 there were 54.9 million basic subscribers, and cable television was present in 59 percent of television households. In 1980, cable was present in only 19 percent of television households, and in 1970, in only 6 percent of television households (table 8-18).
- In 1991 there were 10,704 systems providing cable service. About 200 of the systems accounted for about 40 percent of the subscribers and about 600 of the systems accounted for 64 percent of the subscribers (table 8-19).
- About 91 percent of the television households are in areas that are passed by cable (table 8-21a).

Cable Rates

- Average basic rate for cable was $17.58 in 1990, and the average pay rate for services such as HBO, Showtime, etc. was $10.38 (table 8-22).

Cable Ownership

- The top 50 multiple system operators for 1991 serve about 47 million subscribers. This was about 85 percent of the total number of cable subscribers for the same year (calculated from table 8-23).

VCR Penetration

- An estimated 65 million U.S. households had VCR's in 1990. This was 70 percent of television households (table 8-25).

- Yearly sales of pre-recorded videocassettes to U.S. dealers grew from 3 million per year in 1980 to 220 million in 1990 (table 8-26).

- An estimated 78.95 million video cassette recorders were in use in the United States in 1990, up from 1.85 million in 1980 (table 8-27).

Advertising Expenditures for Television and Radio

- For 1990, radio advertising was about $8.8 billion and advertising on television reached $28.7 billion (tables 8-28 and 8-29).

- Cable advertising revenue for 1990 was $1.8 billion, and for 1991, $2.1 billion (table 8-30).

Proportion of Total Advertising in Television and Radio

- In 1990, an estimated $130 billion was spent on advertising in the United States. Of this, 22 percent was in television and 7 percent in radio. The corresponding percentages for 1980 were 21 percent for television and 7 percent for radio (table 8-31).

- Newspapers remained the largest single medium, 25 percent of volume in 1990 (although this was down from 28 percent in 1980). Direct mailing grew from 14 percent in 1980 to 18 percent in 1990 (calculated from table 8-31).

Programming in Commercial Television

- In both 1987 and 1989 the largest number of programs and percent of average audiences in the period of 7 to 11 p.m. went to situation comedies. In 1989, 41 out of 87 regular programs were situation comedies (table 8-51 in 1989 Sourcebook and table 8-33 in 1992 Addendum).

Television Viewing

- According to industry estimates in 1989, an average of 26 percent of U.S. homes used TV between 10 a.m. and 1 p.m. Monday to Friday; 31 percent used TV during the period 1 to 4:30 p.m.; and an average of 53 percent during the period 8-11 p.m. all nights. Women formed the largest percentage of the audience in all time segments (table 8-34).

Corporation for Public Broadcasting: Public Television

- The number of public television stations grew from 238 in 1974 to 322 in 1988 and the number of broadcasters grew from 151 to 186 in the same period. The average annual hours per broadcaster grew from 3,872 in 1974 to 6,135 in 1988 (table 8-37).

- Public television programming showed a decline in the percentage of programming devoted to children's programming and a growth in the area of "information and skills" over the period 1974 to 1988. Sesame Street and the Electric Company declined in percentage of total programming from 21 percent to 12 percent, and other general children's programs declined from 11 percent to 6 percent over the 1974 to 1988 period. In the same period the category "information and skills" grew from 16 percent to 32 percent, and "news and public affairs" grew from 13 to 16 percent. Given the rise in total programming hours over the period, this does not necessarily mean a decline in hours of programming for children's shows, only a decline in the proportion of hours (table 8-38).

Sources of Income for Public Television

- Public television has had a large increase in the percentage of income coming from private sources over the period since 1973. In 1973 about 22 percent of income came from Federal sources, 50 percent from State and local government sources and 28 percent from private sources. In 1990, about 17 percent came from Federal sources, 30 percent from State and local government sources and 53 percent from private sources (table 8-40).

Recording Industry Association of America

- The data on manufacturer's unit shipments for all types of recordings indicate a recent upswing to new highs after declines in the early and mid-1980's, largely due to CD's and cassettes (table 8-41).

- Total units (LP's, singles, cassettes, compact disks) shipped were at 614 million in 1973, peaked at 726 million in 1978, declined to 577.7 million in 1982 and were at new highs of 865.7 million in 1990 (table 8-41).

- In 1990 cassettes and compact disks were about equal in the percentage of total dollar value of sales (about 46 percent for each). CD's have increased dramatically over the period since 1983 (table 8-42 and table 8-43).

- In 1990, about 70 percent (down from 76 percent in 1987) of recording industry sales were to consumers under the age of 35. Twenty-six percent (down from 31 percent in 1987) were to consumers under the age of 20. The percent of consumers 35 or over increased from 24 percent in 1987 to 29 percent in 1990 (table 8-43).

- In 1990, of the 8 music categories included in the categorization, rock recordings were 37 percent of the total dollar volume, down from 47 percent in 1987 (table 8-43).

Screen Actors Guild Information

- Membership in Screen Actors Guild (SAG) increased from 2,462 in 1933 to 31,522 in 1975. Since 1975, membership has more than doubled, reaching 76,627 by 1990 (table 8-48).

- Total member earnings were about $767 million in 1988 and $1.02 billion in 1990 (table 8-49).

- In 1990, theatrical film earnings were about 25 percent of total Screen Actors Guild members' earnings. Television was 40 percent, commercials were 24 percent, and industrials were less than 1 percent (calculated from 8-52).

- In 1990, almost three-fourths (74 percent) of active SAG members had an annual screen income of between $0 and $5,000 per year. In 1990, about 3 percent earned over $50,000 per year (table 8-53).

- Average earnings of active male SAG members in 1990 aged 20 to 29 were $13,700, and those for females were $13,450. Average earnings of active male SAG members aged 40-49 were $18,837, and those for females were $12,814 (table 8-54).

- In 1989, 66 percent of SAG roles were filled by men and 34 percent by women. Of the total female roles, 74 percent were filled by the under 40 age group. Among male roles, 59 percent were filled by men in the under 40 age group (table 8-55).

Degrees in Communications

- The number of degrees awarded in communications has increased greatly in the last 20 years. The total number of bachelor's degrees awarded in communications was 10,802 in 1970-71 and 48,625 in 1988-89. Master's degrees have gone from 1,856 to 4,233, and doctor's degrees from 145 to 248 over the same period (table 8-56).

Table 8-1.
Motion picture theatre box office receipts: 1929-1990

Year	Admissions to motion picture theatres	Admissions to specified spectator amusements (a)	Motion pictures as a percent of total admissions (b)	Personal consumption expenditures	Motion pictures as a percent of personal consumption expenditures (b)
	(in millions)	(in millions)	(percent)	(in millions)	(percent)
1929	720	913	78.86	77,251	0.93
1930	732	892	82.06	69,916	1.05
1931	719	854	84.19	60,482	1.19
1932	527	631	83.52	48,591	1.08
1933	482	573	84.12	45,811	1.05
1934	518	625	82.88	51,344	1.01
1935	556	672	82.74	55,764	1.00
1936	626	759	82.48	61,996	1.01
1937	676	818	82.64	66,621	1.01
1938	663	816	81.25	64,032	1.04
1939	659	821	80.27	66,968	0.98
1940	735	904	81.31	70,979	1.04
1941	809	995	81.31	80,765	1.00
1942	1,022	1,204	84.88	88,592	1.15
1943	1,275	1,455	87.63	99,407	1.28
1944	1,341	1,563	85.80	108,151	1.24
1945	1,450	1,714	84.60	119,493	1.21
1946	1,692	2,066	81.90	143,808	1.18
1947	1,594	2,003	79.58	161,742	0.99
1948	1,506	1,918	78.52	174,749	0.86
1949	1,451	1,872	77.51	178,135	0.81
1950	1,376	1,781	77.26	191,966	0.72
1951	1,310	1,716	76.34	207,066	0.63
1952	1,246	1,655	75.29	217,093	0.57
1953	1,187	1,605	73.96	229,665	0.52
1954	1,228	1,672	73.44	235,841	0.52
1955	1,326	1,801	73.63	253,665	0.52
1956	1,394	1,899	73.41	266,007	0.52
1957	1,126	1,655	68.04	280,409	0.40
1958	992	1,538	64.50	289,461	0.34
1959	954	1,571	60.73	310,768	0.31
1960	956	1,652	57.87	324,903	0.29
1961	955	1,685	56.68	334,995	0.29
1962	945	1,757	53.78	335,217	0.28
1963	942	1,820	51.76	374,578	0.25
1964	951	1,922	49.48	400,381	0.24
1965	1,067	2,123	50.26	430,154	0.25
1966	1,119	2,310	48.44	464,793	0.24
1967	1,128	2,404	46.92	490,358	0.23
1968	1,294	2,653	48.77	535,932	0.24
1969	1,400	2,903	48.23	579,711	0.24
1970	1,429	3,141	45.50	618,796	0.23
1971	1,350	3,359	40.19	668,171	0.20
1972	1,583	3,487	45.40	733,034	0.22
1973	1,524	3,870	39.38	809,885	0.19
1974	1,909	4,621	41.31	889,603	0.21
1975	2,115	4,775	44.29	979,070	0.22
1976	2,036	4,076	49.95	1,089,867	0.19
1977	2,372	4,986	47.57	1,204,441	0.20
1978	2,643	5,802	45.55	1,346,475	0.20
1979	2,821	6,284	44.89	1,507,167	0.19
1980	2,749	6,438	42.70	1,668,059	0.16
1981	2,960	6,864	43.12	1,849,080	0.16
1982	3,445	7,540	45.69	1,984,894	0.17
1983	3,766	8,252	45.64	2,155,920	0.17
1984	4,031	9,535	42.28	2,430,455	01.7
1985	3,749	9,556	39.23	2,629,352	0.14
1986	3,778	10,345	36.52	2,799,845	0.13
1987	4,252	11,261	37.76	3,010,821	0.14
1988	4,458	11,885	37.51	3,235,095	0.14
1989	5,033	13,400	37.56	3,450,100	0.15
1990	5,021	14,300(c)	35.11	3,678,600(c)	0.14

(a) Includes motion picture theatres, opera, and entertainments of nonprofit institutions and spectator sports. This figure should be distinguished from those in chapter 1 which exclude motion pictures.

(b) Data calculated based on information in this table.

(c) Estimate.

Source: U.S. Department of Commerce Administration, Bureau of Economic Analysis, Survey of Current Business and Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, pp. 112-113.

Table 8-2.
North American theatrical film rental market shares: 1970-1990

Year	Columbia (a)	Fox	Metro-Goldwyn-Mayer/UA (b)	Paramount	Universal	Warner Brothers (c)	Buena Vista	Orion (d)	Tri-Star (a)
					(percent of market)				
1970	14	**19**	9	12	13	5	9	3	(e)
1971	10	12	7	**17**	5	9	8	3	(e)
1972	9	9	15	**22**	5	18	5	3	(e)
1973	7	**19**	11	9	10	16	7	3	(e)
1974	7	11	9	10	19	**23**	7	4	(e)
1975	13	14	11	11	**25**	9	6	5	(e)
1976	8	13	16	10	13	**18**	7	5	(e)
1977	12	**20**	18	10	12	14	6	4	(e)
1978	11	13	11	**24**	17	13	5	4	(e)
1979	11	9	15	15	15	**20**	4	5	(e)
1980	14	16	7	16	**20**	14	4	2	(e)
1981	13	13	9	15	14	**18**	3	1	(e)
1982	10	14	11	14	**30**	10	4	3	(e)
1983	14	**21**	10	14	13	17	3	4	(e)
1984	16	10	7	**21**	8	19	4	5	5
1985	10	11	9	10	16	**18**	3	5	10
1986	9	8	4	**22**	9	12	10	7	7
1987	4	9	4	**20**	8	13	14	10	5
1988	3	11	10	16	10	11	**20**	7	6
1989	8	6	6	14	17	**19**	14	4	7
1990	5	14	3	15	14	13	**16**	6	8

Note: Percentages do not add to 100 percent in any year; the residual amount is accounted for by smaller and/or defunct distributors. Feature film rentals from U.S. and Canadian theatres, expressed in percentages of total industry rental (including those of minor distributors). This data table summarizes all earlier published annual distributor market share rankings. Although much boxoffice data are recently available, film rentals -- the distributors' share of boxoffice gross -- are preferable in measuring distributor performance. For convenient reference, each year's largest market share percentage is shown in bold print.

(a) Tri-Star Pictures began operations in April 1984, absorbed Columbia Pictures late 1987; corporate name changed to Columbia Pictures Entertainment. Col and Tri-Star retain separate sales staff.

(b) MGM/UA means the present distribution company as well as the "old" UA, which took over domestic distribution of MGM product late in 1973.

(c) Allied Artists Pictures had a 4 percent market share in 1974. Insignificant in other years. Lorimar acquired assets in 1981. Lorimar began domestic distribution operations in August 1987. Warner Bros. acquired Lorimar in late 1988.

(d) Includes old American International Pictures (1970-79), and Filmways Pictures (1980-81). Name changed to Orion in 1981.

(e) Began operations in April 1984, see footnote a for further information.

Source: Daily Variety 1991 (Copyright). As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 116.

Observational note: In addition to the footnotes above the following is important information on certain newer, minor or defunct distributors: Embassy Pictures market shares as follows: 3 percent in 1980, 5 percent in 1981, 1 percent in 1983 and 1985, nil in 1984, insignificant in other years. Company bought by Columbia Pictures in 1985. Dino DeLaurentis acquired Embassy's theatrical production-distribution operations from Columbia later in 1985. Name changed to De Laurentis Entertainment Group, distribution operations resumed June 1986. Market share for 1986 just over 2 percent; for 1987, just over 1 percent; Pre-'74 the "old" MGM market shares as follows: 4 percent in 1970, 9 percent in 1971, 6 percent in 1972 and 5 percent in 1973. Company exited distribution late in 1973; National General Pictures (most of its release schedule being CBS-Cinema Center Films) market shares as follows: 7 percent in 1970, 8 percent in 1971, 3 percent in 1972 and 8 percent in 1973. NGP also released First Artists product under a commitment transferred to Warner Bros. in 1974 when NGP folded; Cinerama Releasing Corp. (most of its releases being ABC Picture product) market shares as follows: 3 percent over 1970-73 period. CRC folded thereafter; Buena Vista releases Walt Disney Co. pix from various production subsids; and, New Line Cinema had 4 percent of 1990 rentals. Note taken from source cited above.

Table 8-3.
Box office market shares: 1991

Rank distribution		Number of pictures	Market share
1.	Paramount	24	28.9
2.	Universal	15	14.7
3.	Warner Brothers	12	14.7
4.	Buena Vista	8	9.7
5.	Fox	8	8.1
6.	Tri-Star	4	7.3
7.	Columbia	6	7.1
8.	United Artists	5	4.8
9.	New Line	2	2.9
10.	Orion	2	1.1
11.	MGM	1	0.5

Source: Reprinted by permission from Daily Variety, 1991. (Copyright) As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991, Jim Kozak, ed., New York, NY, p. 148.

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Table 8-4.
Motion picture advertising expenditures by media: 1984-1989

Media	1984		1986		1987		1988		1989	
	Share	Dollars	Share	Dollars	Share	Dollars	Share	Dollars	Share	Dollars
	(percent)	(millions)	(percent)	(millions)	(percent)	(millions)	(percent)	(millions)	(percent)	(millions)
Newspapers	69.5	609.8	68.9	674.5	67.9	780.9	68.9	968.2	67.3	1,066.4
Network TV	19.0	167.2	14.6	143.1	12.7	146.0	13.1	184.1	13.5	214.4
Local TV	8.3	72.6	12.3	120.1	14.8	170.3	12.9	181.3	12.9	204.4
(All TV)	(27.4)	(239.8)	(26.9)	(263.2)	(27.5)	(316.3)	(26.9)	(378.5)	(28.5)	(451.7)
Radio	2.6	23.0	1.8	17.4	2.6	29.8	2.2	30.7	2.0	31.0
Magazines	0.6	4.9	0.7	6.7	0.4	4.9	0.4	5.5	0.4	6.7
Cable	NA	NA	1.7	17.0	1.5	17.2	1.4	19.5	1.5	23.5
Outdoor	NA	NA	NA	NA	0.1	1.3	0.2	2.5	0.3	4.4
Syndicated TV	NA	NA	NA	NA	NA	NA	0.9	13.1	2.1	32 9
Total	100.0	877.5	100.0	978.8	100.0	1,150.4	100.0	1,404.9	100.0	1,583.7

NA - Not available.

Source: U.S. Economic Review, various issues. Table prepared by Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 153.

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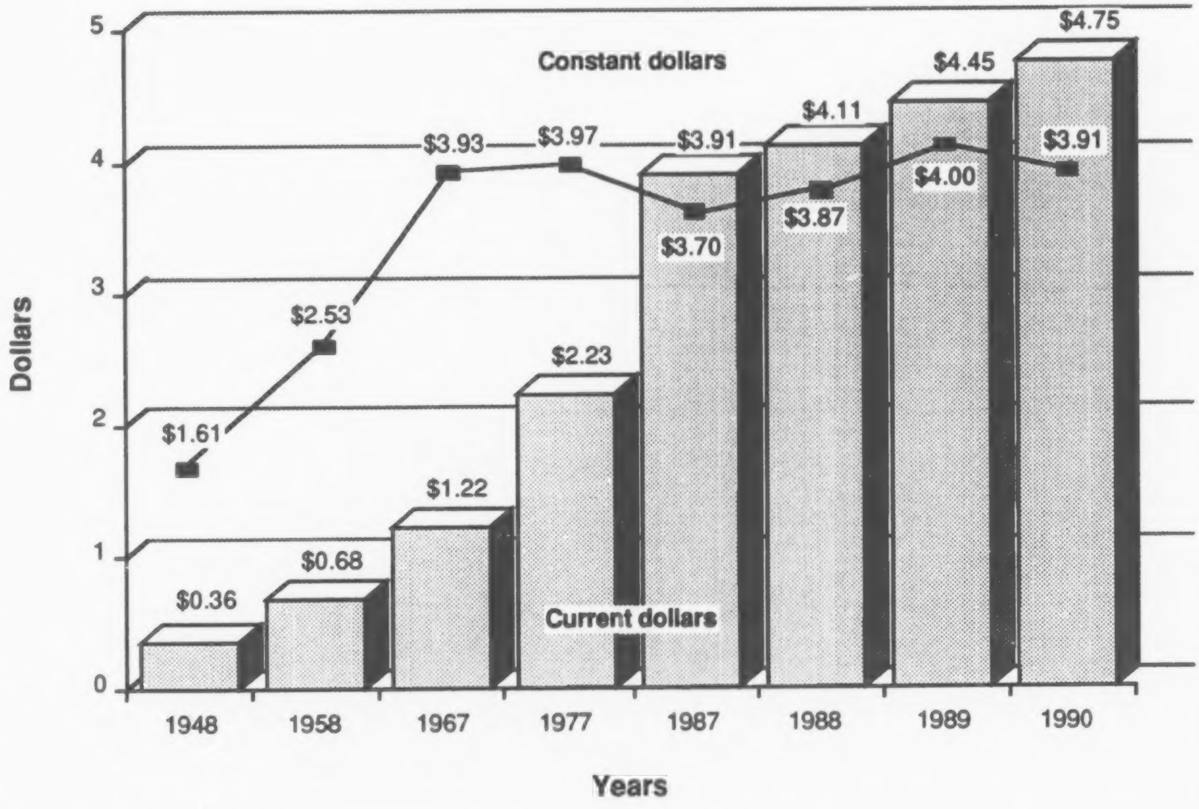
Updates Table 8-6

Table 8-5.
Average motion picture admission prices, selected years: 1948-1990

Year	Admission
1948	$0.36
1954	0.49
1958	0.68
1963	0.86
1967	1.22
1971	1.65
1974	1.89
1975	2.03
1976	2.13
1977	2.23
1978	2.34
1979	2.47
1980	2.69
1981	2.78
1982	2.94
1983	3.15
1984	3.36
1985	3.55
1986	3.71
1987	3.91
1988	4.11
1989	4.45
1990	4.75

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., Hollywood, CA, p. 115.

Chart 8-1.
Average motion picture admission prices: selected years 1948-1990



Source: National Association of Theatre Owners; See table 8-5 for full citation.

Table 8-6.
Motion pictures released theatrically in the United States by U.S. distributors: 1982-1990

Year	New releases	Re-issues	Total
1982*...............	361	67	428
1983*...............	396	99	495
1984*...............	408	128	536
1985*...............	389	81	470
1986*...............	419	32	451
1987*...............	487	20	507
1988*...............	472	19	491
1989*...............	449	43	492
1990................	387	23	410

*Revised.

Note: Includes films released by 90 distributers including independents.

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 108.

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Table 8-7.
Twenty-one years of independent film production: 1969-1990

12 months ended May 31	Independent (b) sources	All (c) sources	Independent share (percent)
1969 (a)	30	277	10.8
1970	133	410	32.4
1971	246	505	48.7
1972	239	490	48.8
1973	294	542	54.2
1974	357	557	64.1
1975	292	449	65.0
1976	312	462	67.5
1977	299	425	70.4
1978	225	343	65.5
1979	189	337	56.1
1980	205	342	59.9
1981	171	312	54.8
1982	192	349	55.0
1983	154	315	48.9
1984	144	311	46.3
1985	170	320	53.1
1986	193	347	55.6
1987	380	515	73.7
1988	352	513	68.6
1989	287	446	64.3
1990	253	417	60.7

Note: Based on independent-made features which received Motion Picture Association of America (MPAA) film ratings.

(a) Data for 1969 only for 7 months, since ratings system began November 1, 1968.

(b) Excludes production for major companies by affiliated independent units, also films acquired via negative pickup, and other deals at various stages of production. However, it includes many films later acquired for release by MPAA and other prominent distributors.

(c) Includes films from independents plus MPAA, Walt Disney Productions, Orion (Filmways/AIP), and their affiliates.

Source: Motion Picture Association of America data, updated and arranged by Daily Variety, Daily Variety 1991. (Copyright) As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 111.

Table 8-8.
Top three annual winners of the Academy Awards: 1927-1990 (continued on next page)

1927-28
Actor: Emil Janings, "The Way of All Flesh";
Actress: Janet Gaynor, "Seventh Heaven";
Picture: "Wings."

1928-29
Actor: Warner Baxter, "In Old Arizona";
Actress: Mary Pickford, "Coquette";
Picture: "Broadway Melody."

1929-30
Actor: George Arliss, "Disraeli";
Actress: Norma Shearer, "The Divorcee";
Picture: "All Quiet on the Western Front."

1930-31
Actor: Lionel Barrymore, "Free Soul";
Actress: Marie Dressler, "Min and Bill";
Picture: "Cimarron."

1931-32
Actor: Frederic March, "Dr. Jekyll and Mr Hyde"/
Wallace Beery, "The Champ" (tie);
Actress: Helen Hayes, "Sin of Madelon Claudet";
Picture: "Grand Hotel."

1932-33
Actor: Charles Laughton, "Private Life of Henry VIII";
Actress: Katharine Hepburn, "Morning Glory";
Picture: "Cavalcade."

1934
Actor: Clark Gable, "It Happened One Night";
Actress: Claudette Colbert, "It Happened One Night";
Picture: "It Happened One Night."

1935
Actor: Victor McLaglen, "The Informer";
Actress: Bette Davis, "Dangerous";
Picture: "Mutiny on the Bounty."

1936
Actor: Paul Muni, "Story of Louis Pasteur";
Actress: Luise Rainer, "The Great Ziegfeld";
Picture: "The Great Ziegfeld."

1937
Actor: Spencer Tracy, "Captains Courageous";
Actress: Luise Raineer, "The Good Earth";
Picture: "Life of Emile Zola".

1938
Actor: Spencer Tracy, "Boys Town";
Actress: Bette Davis, "Jezebel";
Picture: "You Can't Take it With You."

1939
Actor: Robert Donat, "Goodbye Mr. Chips";
Actress: Vivien Leigh, "Gone With the Wind";
Picture: "Gone With the Wind."

1940
Actor: James Stewart, "The Philadelphia Story";
Actress: Ginger Rogers, "Kitty Foyle";
Picture: "Rebecca."

1941
Actor: Gary Cooper, "Sergeant York";
Actress: Joan Fontaine, "Suspicion";
Picture: "How Green Was My Valley."

1942
Actor: James Cagney, "Yankee Doodle Dandy";
Actress: Greer Garson, "Mrs. Miniver";
Picture: "Mrs. Miniver."

1943
Actor: Paul Lukas, "Watch On the Rhine";
Actress: Jennifer Jones, "The Song of Bernadette";
Picture: "Casablanca."

1944
Actor: Bing Crosby, "Going My Way";
Actress: Ingrid Bergman, "Gaslight";
Picture: "Going My Way."

1945
Actor: Ray Milland, "The Lost Weekend";
Actress: Joan Crawford, "Mildred Pierce";
Picture: "The Lost Weekend."

1946
Actor: Frederic March, "The Best Years of Our Lives";
Actress: Olivia de Havilland, "To Each His Own";
Picture: "The Best Years of Our Lives."

1947
Actor: Ronald Colman, "A Double Life";
Actress: Loretta Young, "The Farmer's Daughter";
Picture: "Gentlemen's Agreement."

1948
Actor: Lawrence Olivier, "Hamlet";
Actress: Jane Wyman, "Johnny Belinda";
Picture: "Hamlet."

1949
Actor: Broderick Crawford, "All the King's Men";
Actress: Olivia de Havilland, "The Heiress";
Picture: "All the King's Men."

1950
Actor: Jose Ferrer, "Cyrano de Bergerac";
Actress: Judy Holliday, "Born Yesterday";
Picture: "All About Eve."

1951
Actor: Humphrey Bogart, "The African Queen";
Actress: Vivien Leigh, "A Streetcar Named Desire";
Picture: "An American in Paris."

1952
Actor: Gary Cooper, "High Noon";
Actress: Shirley Booth, "Come Back Little Sheba";
Picture: "Greatest Show on Earth."

1953
Actor: William Holden, "Stalag 17";
Actress: Audrey Hepburn, "Roman Holiday";
Picture: "From Here to Eternity."

1954
Actor: Marlon Brando, "On the Waterfront";
Actress: Grace Kelly, "The Country Girl";
Picture: "On the Waterfront."

1955
Actor: Ernest Borgnine, "Marty";
Actress: Anna Magnani, "The Rose Tatoo";
Picture: "Marty."

1956
Actor: Yul Brynner, "The King and I";
Actress: Ingrid Bergman, "Anastasia";
Picture: "Around the World in 80 Days."

1957
Actor: Alec Guiness, "The Bridge on the River Kwai";
Actress: Joanne Woodward, "The Three Faces of Eve";
Picture: "The Bridge on the River Kwai."

1958
Actor: David Niven, "Separate Tables";
Actress: Susan Hayward, "I Want to Live";
Picture: "Gigi."

1959
Actor: Charleston Heston, "Ben-Hur";
Actress: Simone Signoret, "Room at the Top";
Picture: "Ben-Hur."

1960
Actor: Burt Lancaster, "Elmer Gantry";
Actress: Elizabeth Taylor, "Butterfield 8";
Picture: "The Apartment."

1961
Actor: Maximilian Schell, "Judgement at Nuremberg";
Actress: Sophia Loren, "Two Women";
Picture: "West Side Story."

1962
Actor: Gregory Peck, "To Kill a Mockingbird";
Actress: Anne Bancroft, "The Miracle Worker".
Picture: "Lawrence of Arabia."

1963
Actor: Sidney Poitier, "Lilies of the Field";
Actress: Patricia Neal, "Hud";
Picture: "Tom Jones."

1964
Actor: Rex Harrison, "My Fair Lady";
Actress: Julie Andrews, "Mary Poppins";
Picture: "My Fair Lady."

1965
Actor: Lee Marvin, "Cat Ballou";
Actress: Julie Christie, "Darling";
Picture: "The Sound of Music."

1966
Actor: Paul Scofield, "A Man for All Seasons";
Actress: Elizabeth Taylor, "Who's Afraid of Virginia Woolf";
Picture: "A Man for All Seasons."

1967
Actor: Rod Steiger, "In the Heat of the Night";
Actress: Katharine Hepburn, "Guess Who's Coming to Dinner?";
Picture: "In the Heat of the Night";

1968
Actor: Cliff Robertson, "Charly";
Actress: Katharine Hepburn, "The Lion in Winter"/
Barbara Streisand, "Funny Girl" (tie);
Picture: "Oliver."

1969
Actor: John Wayne, "True Grit";
Actress: Maggie Smith, "The Prime of Miss Jean Brodie";
Picture: "Midnight Cowboy."

1970
Actor: George C. Scott, "Patton";
Actress: Glenda Jackson, "Women in Love";
Picture: "Patton."

1971
Actor: Gene Hackman, "The French Connection";
Actress: Jane Fonda, "Klute";
Picture: "The French Connection."

1972
Actor: Marlon Brando, "The Godfather";
Actress: Liza Minelli, "Cabaret";
Picture: "The Godfather."

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Table 8-8.
Top three annual winners of the Academy Awards: 1927-1990 (continued from previous page)

1973
Actor: Jack Lemmon, "Save the Tiger";
Actress: Glenda Jackson, "A Touch of Class";
Picture: "The Sting."

1974
Actor: Art Carney, "Harry and Tonto";
Actress: Ellen Burstyn, "Alice Doesn't Live Here Anymore";
Picture: "The Godfather, Part II."

1975
Actor: Jack Nicholson, "One Flew Over the Cuckoo's Nest";
Actress: Louise Fletcher; "One Flew Over the Cuckoo's Nest";
Picture: "One Flew Over the Cuckoo's Nest."

1976
Actor: Peter Finch, "Network";
Actress: Faye Dunaway, "Network";
Picture: "Rocky."

1977
Actor: Richard Dreyfuss, "The Goodbye Girl";
Actress: Diane Keaton, "Annie Hall";
Picture: "Annie Hall."

1978
Actor: Jon Voight, "Coming Home";
Actress: Jane Fonda, "Coming Home";
Picture: "The Deer Hunter."

1979
Actor: Dustin Hoffman, "Kramer vs. Kramer";
Actress: Sally Field, "Norma Rae";
Picture: "Kramer vs. Kramer."

1980
Actor: Robert De Niro, "Raging Bull";
Actress: Sissy Spacek, "Coal Miner's Daughter";
Picture: "Ordinary People."

1981
Actor: Henry Fonda, "On Golden Pond";
Actress: Katharine Hepburn, "On Golden Pond";
Picture: "Chariots of Fire."

1982
Actor: Ben Kingsley, "Gandhi";
Actress: Meryl Streep, "Sophie's Choice";
Picture: "Gandhi."

1983
Actor: Robert Duvall, "Tender Mercies";
Actress: Shirley MacLaine, "Terms of Endearment";
Picture: "Terms of Endearment."

1984
Actor: F. Murray Abraham, "Amadeus";
Actress: Sally Field, "Places in the Heart";
Picture: "Amadeus."

1985
Actor: William Hurt, "Kiss of the Spider Woman";
Actress: Geraldine Page, "The Trip to Bountiful";
Picture: "Out of Africa."

1986
Actor: Paul Newman, "The Color of Money";
Actress: Marlee Matlin, "Children of a Lesser God";
Picture: "Platoon."

1987
Actor: Michael Douglas, "Wall Street";
Actress: Cher, "Moonstruck";
Picture: "The Last Emperor"

1988
Actor: Dustin Hoffman, "Rain Man";
Actress: Jodie Foster, "The Accused";
Picture: "Rain Man."

1989
Actor: Daniel Day-Lewis, "My Left Foot";
Actress: Jessica Tandy, "Driving Miss Daisy";
Picture: "Driving Miss Daisy."

1990
Actor: Jeremy Irons, "Reversal of Fortune";
Actress: Kathy Bates, "Misery";
Picture: "Dances with Wolves."

Source: (1927-1988) National Association of Theatre Owners, Encyclopedia of Exhibition 1989, Jim Kozak, ed., North Hollywood, CA, pp. 141-149; (1989-1990). Data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, January 1992.

Table 8-9.
Fifty top grossing film releases of 1988 and 1989

	Title (distributor) 1988	Gross (in millions of dollars)		Title (distributor) 1989	Gross (in millions of dollars)
1.	Rain Man (MGM/UA)	171.2	1.	Batman (WB)	251.1
2.	Who Framed Roger Rabbit (BV)	154.1	2.	Indiana Jones & the Last Crusade (Par)	197.1
3.	Coming to America (Par)	128.1	3.	Lethal Weapon 2 (WB)	147.2
4.	Big (Fox)	113.8	4.	Look Who's Talking (Tri)	138.1
5.	Twins (Uni)	112.0	5.	Honey, I Shrunk the Kids (BV)	130.1
6.	"Crocodile" Dundee II (Par)	109.3	6.	Back to the Future Part II (Uni)	116.7
7.	Die Hard (Fox)	80.7	7.	Ghostbusters II (Col)	112.1
8.	The Naked Gun (Par)	78.0	8.	Driving Miss Daisy (WB)	106.4
9.	Cocktail (BV)	77.2	9.	Parenthood (Uni)	98.9
10.	Beetlejuice (WB)	73.3	10.	Dead Poets Society (BV)	94.6
11.	A Fish Called Wanda (MGM/UA)	62.4	11.	When Harry Met Sally (Col)	92.2
12.	Working Girl (Fox)	62.1	12.	The War of the Roses (Fox)	84.3
13.	Scrooged (Par)	60.3	13.	The Little Mermaid (BV)	83.8
14.	Willow (MGM/UA)	57.2	14.	Steel Magnolias (Tri)	81.5
15.	Beaches (BV)	56.3	15.	Christmas Vacation (WB)	71.4
16.	Rambo III (Tri)	53.7	16.	Turner & Hootch (BV)	70.5
17.	Oliver & Company (BV)	53.2	17.	Born on the Fourth of July (Uni)	70.0
18.	Bull Durham (Ori)	50.5	18.	Uncle Buck (Uni)	66.5
19.	A Nightmare on Elm Street 4 (NL)	49.3	19.	Field of Dreams (Uni)	63.7
20.	The Land Before Time (Uni)	48.0	20.	Tango & Cash (WB)	63.4
21.	Colors (Ori)	46.2	21.	Harlem Nights (Par)	60.8
22.	Young Guns (Fox)	44.1	22.	Sea of Love (Uni)	58.2
23.	Biloxi Blues (Uni)	43.2	23.	Pet Sematary (Par)	57.4
24.	The Great Outdoors (Uni)	41.5	24.	The Abyss (Fox)	54.3
25.	Dirty Rotten Scoundrels (Ori)	41.4	25.	Star Trek V: The Final Frontier (Par)	52.2
26.	Big Business (BV)	40.1	26.	Major League (Par)	49.7
27.	Tequila Sunrise (WB)	39.7	27.	See No Evil, Hear No Evil (Tri)	46.9
28.	Bambi (BV)	39.0	28.	Black Rain (Par)	46.2
29.	Midnight Run (Uni)	38.5	29.	Always (Uni)	43.4
30.	The Dead Pool (WB)	37.9	30.	K-9 (Uni)	43.1
31.	Red Heat (Tri)	34.9	31.	Three Fugitives (BV)	40.5
32.	Mississippi Burning (Ori)	34.6	32.	Bill & Ted's Excellent Adventure (Ori)	39.9
33.	Child's Play (MGM/UA)	33.2	33.	The Karate Kid Part III (Col)	38.7
34.	Dangerous Liaisons (WB)	32.7	34.	The 'Burbs (Uni)	36.6
35.	The Accused (Par)	32.0	35.	Fletch Lives (Uni)	35.1
36.	The Accidental Tourist (WB)	30.2	36.	Licence to Kill (MGM/UA)	34.6
37.	Shoot to Kill (BV)	29.3	37.	Road House (MGM/UA)	30.0
38.	Ernest Saves Christmas (BV)	28.2	38.	The Bear (Tri)	29.8
39.	Betrayed (MGM/UA)	25.8	39.	Lean on Me (WB)	29.8
40.	Funny Farm (WB)	25.5	40.	Weekend at Bernie's (Fox)	29.5
41.	Alien Nation (Fox)	24.8	41.	Peter Pan (BV)	29.4
42.	Gorillas in the Mist (Uni/WB)	24.8	42.	The Dream Team (Uni)	28.8
43.	The Fox and the Hound (BV)	23.5	43.	Do the Right Thing (Uni)	27.2
44.	License to Drive (Fox)	21.4	44.	All Dogs Go To Heaven (MGM/UA)	26.7
45.	Married to the Mob (Ori)	21.3	45.	Glory (Tri)	26.6
46.	Punchline (Col)	21.0	46.	Sex, lies, and videotape (Miramax)	24.6
47.	Short Circuit 2 (Tri)	20.8	47.	Dad (Uni)	22.1
48.	The Presidio (Par)	20.3	48.	Cousins (Par)	22.0
49.	Action Jackson (Lor)	20.2	49.	Lock Up (Tri)	22.0
50.	Tucker (Par)	19.6	50.	A Nightmare on Elm St. 5 (NL)	21.6

Source: Compiled from various sources. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 138.

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Table 8-10.
Number of theatre screens, selected years: 1948 - 1990

Year	Indoor	Drive-in	Total
1948 (a)	17,811	820	18,631
1954	14,716	3,775	18,491
1958	12,291	4,063	16,354
1963	9,150	3,502	12,652
1964 (b)	9,200	3,540	12,740
1965	9,240	3,585	12,825
1966	9,290	3,640	12,930
1967	9,330	3,670	13,000
1968	9,500	3,690	13,190
1969	9,750	3,730	13,480
1970	10,000	3,750	13,750
1971	10,300	3,770	14,070
1972	10,580	3,790	14,370
1973	10,850	3,800	14,650
1974	11,612	3,772	15,384
1975	12,168	3,801	15,969
1976	12,562	3,414	15,976
1977	12,990	3,564	16,554
1978	13,129	3,626	16,755
1979	13,439	3,656	17,095
1980	14,171	3,504	17,675
1981	14,790	3,354	18,144
1982	15,117	3,178	18,295
1983	16,032	2,852	18,884
1984	16,749	2,840	19,589
1985	18,327	2,770	21,097
1986	19,947	2,718	22,665
1987	21,048	2,507	23,555
1988	21,632	1,497	23,129
1989	21,907	1,014	22,921
1990	22,904	910	23,814

(a) Data for 1948, 1954, 1958, and 1963 from the U.S. Bureau of the Census, Washington, D.C.

(b) Data from 1964-1988 from various sources.

Source: National Association of Theatre Owners, Encyclopedia of Exhibition 1991, Jim Kozak, ed., North Hollywood, CA, p. 99.

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Updates Table 8-19

See table 8-18 for historical but not directly comparable data

Table 8-11.
Motion picture theatres box office attendance: 1970-1990

Year	Yearly admissions (millions)	Percent change from previous period
1970	920.6	NA
1971	820.3	-10.90
1972	934.1	+13.87
1973	864.6	- 7.44
1974	1,010.7	+16.90
1975	1,032.8	+ 2.19
1976	957.1	- 7.33
1977	1,063.2	+11.09
1978	1,128.2	+ 6.11
1979	1,120.9	- 0.9
1980	1,021.5	- 8.9
1981	1,067.0	+ 4.36
1982	1,175.4	+10.16
1983	1,196.9	+ 1.83
1984	1,199.1	+ 0.18
1985	1,056.0	- 12.0
1986	1,017.2	- 3.68
1987	1,088.5	+ 7.0
1988	1,084.8	- .33
1989	1,132.5	+4.39
1990	1,057.9	- 6.6

NA - Not applicable/available.

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 114.

Table 8-12.
Percentage distribution of motion picture frequency of attendance by age and marital status: 1986-1990

Frequency	Total public age 12 and over					Adult public age 18 and over					Teenagers age 12 to 17					Married					Single				
	1986	1987	1988	1989	1990	1986	1987	1988	1989	1990	1986	1987	1988	1989	1990	1986	1987	1988	1989	1990	1986	1987	1988	1989	1990
Frequent (at least once a month)	21	23	20	24	23	20	22	18	22	22	46	47	38	46	45	13	15	14	16	16	29	28	23	29	26
Occasional (once in 2 to 6 months)	25	27	30	32	31	25	27	28	30	30	34	37	43	42	38	25	29	29	32	32	25	25	28	30	29
Infrequent (less than once in 6 months)	11	10	11	10	12	11	11	11	10	12	10	6	12	8	8	13	13	13	12	15	9	8	8	9	9
Never	43	38	38	32	33	40	44	42	35	36	8	8	3	2	5	50	42	43	38	36	38	37	40	30	35
Not reported	0	1	1	2	1	(a)	1	1	2	(a)	2	2	4	2	3	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)

(a) Less than 1/2 percent.

(b) Information not reported.

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 154 and 156.

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Updates Table 8-21

Table 8-13.
General fund revenues and expenditures, American Film Institute: 1979-1991 (continued on next page)

Categories	1979	1980	1981	1982	1983
	(in thousands of dollars)				
Revenues					
Federal grants and contracts	2,461	2,826	2,584	3,005	2,684
Membership	1,087	1,263	1,451	1,641	1,734
Special events	918	946(a)	1,435(a)	1,142(a)	1,697
Private grants and contributions	714	847	1,530	2,746	2,178
Film and video exhibition	287	370	275	319	301
Filmmaker training	273	246	308	283	332
Seminars, courses, and lectures	131	188	92	179	169
Publications (c)	171	336	566	669	982
Donated rents, goods, and services	268	346	346	546	270
Miscellaneous	116	92	195	182	149
Total revenues	6,426	7,460	8,782	10,714	10,494
Expenditures					
Program Services					
Education and training	1,547	1,781	1,935	2,177	2,075
Membership	1,136	930	968	1,138	1,239
Exhibition	514	704	870	1,033	903
Special events	601	662	765(a)	708(a)	942
Publications	880	1,099	1,249	1,531	1,847
Preservation and documentation	657	918	682	967	1,011
Total program services	5,334	6,094	6,469	7,555	8,017
Supporting services					
General and administrative	1,245	1,282	1,195	1,367	1,352
Fundraising	155	202	363	463	343
Other, principally interest (b)	NA	NA	551	1,109	836
Total supporting services	1,400	1,484	2,109	2,939	(d)
Total operating expenses	6,734	7,578	8,578	10,494	10,549
Depreciation	(d)	(d)	(d)	464	564
Excess of revenues over expenditures	(308)	(118)	204	219	(619)

NA - Not available.

Notes: Figures may not add to totals due to rounding. All figures are for fiscal years ending June 30.

(a) Category is national events.

(b) Includes facilities acquisition and/or renovation.

(c) Publication of *American Film* magazine moved to New York in FY 1986. Under co-publication arrangement with Sackler Foundation. Magazine sold to Billboard Publications in FY 1988. AFI retains a 92,000 national membership.

(d) Not applicable.

1989 Edition
Updates Table 8-21

Table 8-13.
General fund revenues and expenditures, American Film Institute: 1979-1991 (continued from previous page)

Categories	1984	1985	1986	1987
	(in thousands of dollars)			
Revenues				
Federal grants and contracts	2,899	3,255	2,967	2,940
Membership	1,834	1,790	3,042	630
Special events	2,045	1,951	2,005	1,770
Private grants and contributions	2,553	2,704	2,927	3,407
Film and video exhibition	201	213	214	418
Filmmaker training	647	703	764	717
Seminars, courses, and lectures	262	324	427	546
Publications (c)	1,056	1,181	511(c)	(d)
Donated rents, goods, and services	221	114	55	96
Miscellaneous	141	353	316	384
Royalties	(g)	(g)	(g)	(g)
Total revenues	11,858	12,587	13,222	10,908
Expenditures				
Program Services				
Education and training	2,232	2,514	3,004	3,462
Membership	1,319	1,257	1,426	465
Exhibition	507	518	549	951
Special events	1,456	1,217	1,263	955
Publications	1,786	1,983	1,227	300
Preservation and documentation	1,142	1,111	1,378	1,604
Total program services	8,442	8,600	8,848	7,736
Supporting services				
General and administrative	1,496	1,385	1,288	1,199
Fundraising	369	709	565	772
Other, principally interest (b)	809	865	646	608
Development and public information	(i)	(i)	(i)	(i)
Total supporting services	2,674	2,959	2,499	2,579
Total operating expenses	11,116	11,559	11,346	10,315
Depreciation	(d)	(d)	(d)	(d)
Excess of revenues over expenditures	742	1,028	1,876	593

NA - Not available.

Notes: Figures may not add to totals due to rounding. All figures are for fiscal years ending June 30.

(b) Includes facilities acquisition and/or renovation.

(c) Publication of *American Film* magazine moved to New York in FY 1986. Under co-publication arrangement with Sackler Foundation. Magazine sold to Billboard Publications in FY 1988. AFI retains a 92,000 national membership.

(d) Not applicable.

(g) Royalties were reported under Miscellaneous in previous years.

(i) Development and public information data for 1984-1990 were reported under Fundraising.

Table 8-13.
General fund revenues and expenditures, American Film Institute: 1979-1991 (continued from previous page)

Categories	1988	1989	1990	1991
Revenues				
Federal grants and contracts	2,957	2,644	3,079	2,698
Membership	815	(e)	(e)	(e)
Special events	1,709	2,583	2,644	1,906
Private grants and contributions	3,303	3,306	2,721	2,762
Film and video exhibition	399	835	942	1,578
Filmmaker training	937	1,976	2,231	2,149
Seminars, courses, and lectures	544	527	428	(d)
Publications	(d)	(f)	(f)	(f)
Donated rents, goods, and services	16	40	(d)	490
Miscellaneous	734	351	427	429
Royalties	(g)	490	283	208
Total revenues	11,414	12,752	12,755	12,219
Expenditures				
Program Services				
Education and training	3,558	3,527	3,960	4,154
Membership	553	(h)	(h)	(h)
Exhibition	986	1,327	1,645	1,530
Special events	1,100	1,504	1,729	1,418
Publications	812	(h)	(h)	(h)
Preservation and documentation	1,624	1,669	2,030	1,807
Total program services	8,633	8,027	9,364	8,909
Supporting services				
General and administrative	1,248	1,233	1,227	1,361
Fundraising	927	1,011	1,178	(h)
Other, principally interest	547	712	666	543
Development and public information	(i)	(i)	(i)	1,221
Total supporting services	2,722	2,956	3,071	3,125
Total operating expenses	11,355	10,983	12,436	12,034
Depreciation	(d)	(d)	(d)	315
Excess of revenues over expenditures	59	1,769	319	185

(d) Not applicable.

(e) Membership data for 1989-1991 are included in Private grants and contributions.

(f) Publications data for 1989-1991 are included in Miscellaneous.

(g) Royalties were reported under Miscellaneous in previous years.

(h) Membership and Publications data for 1989-1991 are included in Development and public information.

(i) Development and public information data for 1984-1990 were reported under Fundraising.

Source: American Film Institute, Annual Report, Washington, D.C., 1979-1980, p. 29; 1981-1982, p. 32; 1982-1983, p. 29; 1983-1984, p. 29; 1984-1985, p. 29; 1985-1986, p. 29, and 1987-1988; (1989-1991) Data provided by Bruce Neiner, Associate Director, The American Film Institute, Washington, D.C., December 1991.

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Updates Table 8-21

Table 8-13.
General fund revenues and expenditures, American Film Institute: 1979-1991 (continued from previous page)

Methodological note: The only national arts organization in the United States devoted to film, television, and video, the American Film Institute was established in 1967 to serve as a point of national focus and a center of coordination for the many individuals and institutions concerned with the moving image as art. Three major goals guide the work of the American Film Institute:

- To preserve the heritage of American film and video moving images.
- To identify, develop, and train new talent; and
- To increase recognition and understanding of the moving image as an art form;

Through a series of interrelated programs emanating from its Los Angeles campus and its offices at the Kennedy Center in Washington, D.C., and New York City, the Institute conducts activities around the country which celebrate and nurture the film and video arts.

- The National Center for Film and Video Preservation created in conjunction with the National Endowment for the Arts has over 25,000 titles in archives across America; publishes the AFI catalog of feature films from the pre-teens to 1950; and is building a database of holdings in archives across the U.S.
- The Center for Advanced Television Studies is the only conservatory in the U.S. training film and videomakers.
- The Directing Workshop for Women is a national training program that provides unique directing opportunties for women of advanced professional standing.
- The AFI Apple Computer Center for film and videomakers has advanced technology available for the creative community to use to experiment with in order to enhance storytelling.
- The AFI Theater in the Kennedy Center for the Performing Arts exhibits films not otherwise available; tours programs of film and guest speakers at exhibition sites around the country; and presents the annual AFI Los Angeles International Film Festival.
- The AFI administers NEA funds for production grants to independent filmmakers;
- AFI conducts workshops and seminars on film, television, and video for the public in cities across the country;
- The institute serves as a national advocate for the art form of the moving image, its artists, and the organizations that represent them.

Less than 19 percent of the Institute's annual budget is received from the NEA; the balance is raised each year through fundraising and revenue-generating activities. This note is taken from the 1989-90 Annual Report.

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Table 8-14.
Utilization of selected media, selected years: 1950-1990

Item	Unit	1950	1960	1970	1975	1980	1982	1984	1985	1986	1987	1988	1989	1990
Households with--														
Telephone service (a)	Percent	(c)	78.5	87.0	(NA)	93.0	(NA)	91.8	91.8	92.2	92.5	92.9	93.0	93.3
Radio sets (b)	Percent	92.6	96.3	98.6	98.6	99.0	99.0	99.0	99.0	99.0	99.0	99.0	NA	99.0
Average number of sets	Number	2.1	3.7	5.1	5.6	5.5	5.5	5.5	5.5	5.4	5.4	5.6	NA	5.6
Television sets (e)	Millions	3.9	45.8	58.5	68.5	76.3	81.5	83.8	84.9	85.9	87.4	88.6	90	92
Television sets (e)	Percent	9	87	95	97	98	98	98	98	98	98	98	98.2	98
Color set households (e)	Millions	(d)	0.3	20.9	46.9	63.4	71.4	75.8	77.7	80.1	82.7	85.0	87.0	90
Average viewing per day (f)	Hours	4.6	5.1	5.9	6.1	6.6	6.8	7.1	7.1	(NA)	7.2	7.1	(NA)	(NA)
Average number of sets (g)	Number	1.01	1.13	1.39	1.54	1.68	1.75	1.78	1.8	1.83	1.86	1.90	(NA)	(NA)
Cable TV (h)	Percent	(NA)	(NA)	(NA)	(NA)	19.8	29.0	41.2	44.6	46.8	48.7	49.4	52.8	56.4
VCRs (i)	Percent	(NA)	(NA)	(NA)	(NA)	1.1	3.1	10.6	20.8	36.0	48.7	58.1	64.6	68.6
Commercial radio stations: (d)														
AM	Number	2,232	3,539	4,323	4,463	4,589	4,668	4,754	4,718	(j)4,863	4,902	4,932	(NA)	4,975
FM	Number	676	815	2,196	2,767	3,282	3,380	3,716	3,875	(j)3,944	4,041	4,155	(NA)	4,269
Television stations: Total (k)	Number	98	559	862	953	1,011	1,065	1,138	1,182	1,235	1,290	1,362	1,403	1,442
Commercial	Number	(NA)	515	677	706	734	777	841	883	919	968	1,028	1,061	1,092
Cable television: (k)														
Systems	Number	70 (l)	640	2,490	3,506	4,225	4,825	6,200	6,844	7,600	7,900	8,500	(NA)	(NA)
Subscribers served	Millions	.01 (l)	.65	4.5	9.8	15.5	21.0	30.0	31.3	37.5	41.0	43.8	47.8	(NA)
Daily newspaper circulation (m)														
Number	Millions	53.8	58.9	62.1	60.7	62.2	62.5	63.1	62.8	62.7	62.8	63	(NA)	63
Per capita (n)	Number	.354	.327	.305	.282	.275	.269	.267	.263	.260	.258	.256	(NA)	.251

NA - Not available.

(a) For occupied housing units, 1960 through 1980, as of April 1; thereafter, as of March, U.S. Bureau of the Census, Census of Housing: 1960, 1970, and 1980, vol. 1, unpublished data.

(b) As of December 31, except as noted, Radio Advertising Bureau, New York, NY, Radio Facts, annual (copyright). Number of stations on the air compiled from Federal Communications Commission reports.

(c) Information is not available.

(d) Indicates that the response is zero.

(e) 1970-1975, as of September of prior year; all other years as of January of year shown, 1960-1965 National Broadcasting Company, New York, NY; thereafter, A.C. Nielsen Company, Northbrook, IL, Nielsen Report on Telvision (copyright).

(f) Calendar year data, A.C. Nielsen Company, Northbrook, IL, Nielsen Report on Telvision (copyright).

(g) 1970 and 1975, as of September; all other years, as of January. Excludes Alaska and Hawaii, Television Bureau of Advertising, Inc., New York, NY, "Trends in Television 1950 to Date," March 1986.

(h) As of February, see footnote g.

(i) As of February 1986. Excludes Alaska and Hawaii, A.C. Nielsen Company, Northbrook, IL, Nielsen Report on Television (copyright).

(j) As of February 1986.

(k) As of January 1, Television Bureau of Advertising, Inc., Trends in Television, annual (copyright). Number of television stations on the air (excludes Alaska and Hawaii).

(l) Data for 1952.

(m) As of September 30, except 1950 and 1960, as of October 1, Editor & Publisher, Inc., New York, NY, Editor & Publisher International Year Book, annual (copyright).

(n) Per capita based on total resident population enumerated as of April 1, 1970 and 1980, and estimated as of July 1 for other years.

Source: (1950-1987) Figures taken from sources listed in footnotes; as compiled by U.S. Bureau of the Census, Statistical Abstract of the United States, 1987, Washington, D.C., 1986, p. 531; U.S. Bureau of the Census, Statistical Abstract of the United States, 1989, Washington, D.C., 1989, table 900, p. 544; (188-1990) Figures taken from sources listed in footnotes; as compiled by the U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, Washington, D.C., 1991, table 919, p. 556.

New Inclusion

Table 8-15.
Summary of multimedia audience: 1990

Characteristics of audience	Total population	Television viewing and coverage	Television prime time viewing and coverage	Cable viewing and coverage	Radio listening and coverage	Newspaper reading and coverage
	(in thousands)			(percent)		
Total	180,974	92.5	77.8	51.0	85.7	84.6
18-24 years old	25,182	90.5	69.5	50.2	95.6	79.1
25-34 years old	43,573	90.8	76.5	52.4	92.5	84.2
35-44 years old	35,816	92.4	78.0	54.8	91.0	88.1
45-54 years old	24,740	92.9	78.7	54.2	86.5	88.5
55-64 years old	22,247	94.0	81.5	52.6	78.7	85.4
65 years old and over	29,414	95.3	82.6	40.1	65.5	81.5
Male	86,307	92.1	75.7	53.1	88.0	85.4
Female	94,667	92.8	79.7	49.0	83.7	83.8
White	156,336	92.1	77.1	53.5	85.8	86.0
Black	20,257	95.1	83.1	34.8	85.5	78.4
Other	4,381	92.6	75.4	33.8	83.0	62.0
Spanish speaking	9,868	93.8	77.8	42.8	84.9	71.3
Not high school graduate	44,259	93.6	79.5	40.9	75.3	70.5
High school graduate	71,206	93.1	78.4	52.3	87.4	85.9
Attended college	33,285	91.3	76.6	55.5	90.7	90.5
College graduate	32,229	91.0	75.0	57.0	91.4	94.8
Employed:						
Full time	98,104	91.1	76.0	54.5	92.2	87.5
Part time	16,795	92.7	74.3	54.7	90.5	88.3
Not employed	66,074	94.4	81.1	44.8	74.9	79.3
Household income:						
Less than $10,000	21,185	93.8	79.9	33.2	74.3	66.8
$10,000 to $19,999	32,464	93.6	79.0	41.7	77.8	78.6
$20,000 to $29,999	31,503	92.8	78.4	48.9	86.0	84.1
$30,000 to $34,999	15,525	92.0	78.6	53.5	88.1	86.9
$35,000 to $39,999	13,847	92.2	78.5	53.6	90.0	89.1
$40,000 to $49,999	22,636	92.7	80.0	56.9	90.9	89.3
$50,000 or more	43,814	91.0	73.5	63.1	92.1	93.2

Source: Mediamark Research, Inc., New York, NY, Multimedia Audiences, Spring 1990. (Copyright). As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, Washington, D.C., 1991, table 920, p. 556.

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Table 8-16.
Number of radio and television stations owned by newspapers and/or magazines, selected years: 1961-1989

Date	AM radio	FM radio	TV
1961, Sept. 1	412	147	161
1965, Oct. 31	391	170	174
1968, Dec. 4	381	191	183
1969, Dec. 1	394	245	189
1971, Feb. 1	402	248	191
1971, Dec. 1	318	209	176
1972, Dec. 1	325	171	178
1973, Dec. 1	304	211	179
1974, Dec. 1	321	236	193
1975, Dec. 1	320	238	197
1976, Dec. 1	322	238	209
1977, Dec. 1	314	238	211
1978, Dec. 1	319	252	221
1979, Dec. 1	318	257	226
1980, Dec. 1	315	264	230
1981, Dec. 1	311	277	246
1982, Dec. 1	300	263	251
1983, Dec. 1	288	257	248
1984, Dec. 1	268	256	255
1985, Dec. 1	264	255	253
1986, Dec. 1	232	226	271
1987, Dec. 1	195	188	260
1988, Dec. 1	193	193	266
1989, Dec. 1	195	195	252

Source: Broadcasting Publications, Inc., The Broadcasting Yearbook. Washington, D.C. (Copyright) As included in U.S. Bureau of the Census, Statistical Abstract of the United States, 1991, 111th edition, Washington, D.C., 1991, table 930, p. 560.

Table 8-17.
Number of sales and dollar volume of transactions of broadcast stations: 1954-1989

Year	Number of transactions			Dollar volume of transactions approved by FCC			
	Radio only	TV only	Radio/ TV	Radio only	TV only	Radio/ TV (a)	Total (b)
1954	187	27	18	10,224,047	23,906,760	26,213,323	60,344,130
1955	242	29	11	27,333,104	23,394,660	22,351,602	73,079,366
1956	316	21	24	32,563,378	17,830,395	65,212,055	115,605,828
1957	357	38	28	48,207,470	28,489,206	47,490,884	124,187,660
1958	407	23	17	49,868,123	16,796,285	60,872,618	127,537,062
1959	436	21	15	65,544,653	15,227,201	42,724,727	123,496,581
1960	345	21	10	51,763,285	22,930,225	24,648,400	99,341,910
1961	282	24	13	55,532,516	31,167,943	42,103,708	128,804,167
1962	306	16	8	59,912,520	23,007,638	18,822,745	101,742,903
1963	305	16	3	43,457,584	36,799,768	25,045,726	105,303,078
1964	430	36	20	52,296,480	86,274,494	67,185,762	205,756,736
1965	389	32	15	55,933,300	29,433,473	49,756,993	135,123,766
1966	367	31	11	76,633,762	30,574,054	28,510,500	135,718,316
1967	316	30	9	59,670,053	80,316,223	32,086,297	172,072,573
1968	316	20	9	71,310,709	33,588,069	47,556,634	152,455,412
1969	343	32	5	108,866,538	87,794,032	35,037,000	231,697,570
1970	268	19	3	86,292,899	87,454,078	1,038,465	174,785,442
1971	270	27	2	125,501,514	267,296,410	750,000	393,547,924
1972	239	37	0	114,424,673	156,905,864	0	271,330,537
1973	352	25	4	160,933,557	66,635,144	2,812,444	230,381,145
1974	369	24	5	168,998,012	118,983,462	19,800,000	307,781,474
1975	363	22	0	131,065,860	128,420,101	0	259,485,961
1976	413	32	3	180,663,820	108,459,657	1,800,000	290,923,477
1977	344	25	0	161,236,169	128,635,435	0	289,871,604
1978	586	51	5	331,557,239	289,721,159	30,450,000	651,728,398
1979	546	47	52	335,597,000	317,581,000	463,500,000	1,116,648,000
1980	424	35	3	339,634,000	534,150,000	27,000,000	876,084,000
1981	625	24	6	447,838,067	227,950,000	78,400,000	754,188,067
1982	597	30	0	470,722,833	527,675,411	0	998,398,244
1983	669	61	10	621,077,876	1,902,701,830	332,000,000	2,854,895,356
1984	782	82	2	977,024,266	1,252,023,787	234,500,000	2,118,056,053
1985	1,558	99	218	1,414,816,073	3,290,995,000	962,450,000	5,668,261,073
1986	959	128	192	1,490,131,426	2,709,516,490	1,993,021,955	6,192,669,871
1987	775	59	132	1,236,355,748	1,661,832,724	4,610,965,000	7,509,154,473
1988	845	70	106	1,841,630,156	1,779,958,042	1,326,250,000	4,947,838,198
1989	663	84	40	1,148,524,765	1,541,055,033	533,599,078	3,235,436,376
Total	14,410	1,323	624	12,653,143,475	17,685,481,053	11,253,955,916	41,604,837,944

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reach final closing. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (replaced last year by Groups, see below) was counted as one station in computing the total number of stations traded. Now, AM-FM combinations, as well as groups, are counted by their individual stations.

(a) Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sale–those only concerning TV and radio stations.

(b) Detail may not sum to total due to rounding.

Source: The Broadcasting Yearbook 1990, Washington, D.C., 1990, p. I-14.

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1989 Edition
Updates Table 8-26

Table 8-18.
Number of cable systems and subscribers: 1970-1991

Year (as of January 1)	Number of systems	Basic subscribers	Percent basic television households
1970	2,490	3,728,880	6.4
1971	2,639	4,498,030	7.5
1972	2,841	5,569,810	8.9
1973	2,991	6,484,380	10.0
1974	3,158	7,163,340	10.8
1975	3,506	8,230,310	12.0
1976	3,681	9,196,690	13.2
1977	3,832	10,787,970	15.1
1978	3,875	12,168,450	16.6
1979	4,150	13,391,910	17.9
1980	4,225	14,814,380	19.4
1981	4,375	17,671,490	22.6
1982	4,825	23,219,200	28.3
1983	5,600	29,340,570	35.0
1984	6,200	34,113,790	40.5
1985	6,600	37,290,870	43.7
1986	7,500	39,872,520	46.2
1987	7,900	42,237,140	48.1
1988	8,500	44,970,880	50.5
1989	9,050	48,636,520	53.8
1990	9,575	52,564,470	57.1
1991	10,704	54,871,330	59.0

Note: Data are estimates for the following: number of systems as of January 1 of that year; and basic subscribers as of November of the previous year.

Source: (Number of systems) Warren Publishing, Inc., Television & Cable Factbook, Cable & Services Volume, No. 59, 1991 Edition, (Services, Part II), p. C-388 (Basic Subscribers) A.C. Nielsen Company.

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Updates Table 8-27

Table 8-19.
Number of cable systems and subscribers by subscriber size: 1991

Subscriber range	Number of systems	Percent of systems	Number of basic subscribers	Percent of subscribers
50,000 or more	203	1.90	19,646,775	38.70
20,000-49,999	410	3.83	12,782,892	25.18
10,000-19,999	496	4.63	7,018,456	13.82
5,000-9,999	635	5.93	4,453,050	8.77
3,500-4,999	401	3.75	1,664,990	3.28
1,000-3,499	1,774	16.57	3,337,381	6.65
500-999	1,339	12.51	954,263	1.88
250-499	1,411	13.18	508,111	1.00
249 and under	2,787	26.04	363,594	0.72
Not available	1,248	11.66	NA	0.00
Total	10,704	100.00	50,769,512	100

NA - Not available.

Note: Data as of April 1, 1991.

Source: Warren Publishing, Inc., Television & Cable Factbook, Cable & Services Volume, No. 59, 1991 Edition, (Services, Part II) p. C-389. As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1991, Volume 15, No. 56.

1989 Edition
Updates Table 8-28

Table 8-20.
Pay cable summary: 1973-1990

Year	Pay units (in millions)	Systems with pay cable	Pay units to homes passed by cable	Percent pay units to basic cable
1973	0.035	NA	NA	NA
1974	0.140	NA	NA	NA
1975	0.469	170	11.1	23.6
1976	0.978	365	10.6	22.3
1977	1.642	604	12.2	25.3
1978	3.289	1,029	17.9	35.0
1979	5.732	1,822	22.3	41.3
1980	9.144	3,072	27.9	50.6
1981	15.450	3,975	37.6	68.8
1982	20.791	4,826	46.2	84.0
1983	26.418	5,546	47.3	84.3
1984	29,9.66	5,721	49.5	87.5
1985	30.596	6,020	47.1	83.3
1986	32.064	6,838	46.2	80.8
1987	34.793	7,107	47.5	81.6
1988	38.819	6,892*	50.3	85.0
1989	41.095	7,063	49.6	83.3
1990	41.505	7,860	48.3	80.2

*Decline in number of systems explained as "due to the growing trend toward clustering adjacent systems into single operational entities." (1988 census issue of The Pay TV Newsletter, p. 1).

Note: From annual census volumes. Data from 1973 are as of July 15; other years' data are as of December 31.

Source: Paul Kagan Associates, Inc., "Pay TV Subscriber History," The Kagan Census of Cable and Pay TV, December 31, 1990, published 1991, pp. 9-10. Systems data from individual census volumes.

1989 Edition
Updates Table 8-29a

Table 8-21a.
Cable and pay TV census: May 1986-1991

(in millions)

Census item	1986	1987	1988	1989	1990	1991
TV households (TVHH)	86.417	87.417	89.058	89.992	92.517	93.433
Homes passed by cable	67.727	71.208	74.642	78.133	83.311	85.050
Basic cable subscribers	38.997	41.428	43.850	47.046	50.264	52.713
Pay cable units	31.791	33.504	35.783	38.402	41.386	42.629
Video shopping homes	19.667	52.167	55.000	62.833	63.833	65.833
Backyard dishes	1.681	1.975	2.097	2.477	2.808	3.213
Backyard pay TV subscribers	.087	.420	.415	.719	.671	.721
Satellite master antenna TV subscribers (SMATV)	.583	.659	.686	.746	.815	.875
Multi-channel distribution service (MDS) subscribers	.252	.227	.203	.267	.335	NA
MMDS (wireless cable) subscribers	NA	NA	NA	NA	.226	.304
Subscription TV (STV) subscribers	.153	.127	.106	.000	.000	.000

1989 Edition
Updates Table 8-29b

Table 8-21b.
Selected percentages indicating cable and pay TV penetration: 1986-1991

(in percent)

Census item	1986	1987	1988	1989	1990	1991
Percent of TVHH passed by cable	78	81	84	87	90	91
Percent of TVHH subscribing to basic cable	45	47	49	52	54	56
Percent of TVHH subscribing to video shopping	23	60	62	70	69	70
Percent of TVHH with backyard dishes	2	2	2	3	3	3
Percent of homes passed subscribing to basic cable	58	58	59	60	60	62
Ratio of total pay units to basic cable subscribers	82	81	82	82	82	81

Sources: Paul Kagan Associates Inc., Carmel, CA: (1986-1987) Cable TV Programming News Roundup, November 30, 1987; (1989-1990) Cable TV Programming News Roundup May 16, 1989, p. 6; (1990-1991) Marketing New Media, May 20, 1991, p. 4.

1989 Edition
Updates Table 8-47

Table 8-22.
Average cable rates: 1975-1990

Year	Basic rate (a)	Pay rate (b)
	(in dollars per month)	
1975	6.48	7.86
1976	6.72	7.87
1977	7.00	7.92
1978	7.26	8.09
1979	7.53	8.44
1980	7.85	8.80
1981	8.14	9.03
1982	8.46	9.56
1983	8.76	9.84
1984	9.20	10.08
1985	10.24	10.42
1986	11.09	10.31
1987	13.27	10.15
1988	14.45	10.18
1989	15.97	10.21
1990	17.58	10.38

(a) Basic rate is for service which may include basic cable networks, local origination, access, local and distant broadcast signals.

(b) Rate is monthly fee for premium services such as HBO, Showtime, the Disney Channel, etc.

Source: Paul Kagan Associates, Inc., Census Issue of The Pay TV Newsletter, in The Kagan Census of Cable and Pay TV, Volume 1, December 31, 1990, published 1991 (not paginated). As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1991, p. 6-A.

See Table 8-36 for 1989 data

Table 8-23.
Top 50 Cable Multiple System Operators: 1991

Rank	MSO (multiple system operator)	Basic subscribers
1	Tele-Communications Inc. (TCI) (a, b)	7,861,570
2	Time Warner (b, c)	6,590,000
3	United Artists Cablesystems	2,839,500
4	Continental Cablevision Inc.	2,764,000
5	Comcast Cable Communications	1,661,300
6	Cox Cable Communications (b)	1,639,000
7	Storer Communications Cable Division	1,614,600
8	Jones Intercable	1,611,500
9	Cablevision Systems Corporation	1,593,800
10	Newhouse Broadcasting (d)	1,259,600
11	Cablevision Industries Inc.	1,114,400
12	Times Mirror Cable Television	1,098,100
13	Viacom Cable	1,067,600
14	Adelphia Communications	1,045,200
15	Sammons Communications Inc.	912,600
16	Century Communications Corporation (b)	882,500
17	Falcon Cable TV (b)	817,400
18	Prime Cable	694,800
19	TeleCable Corporation	643,700
20	Scripps Howard Cable (b)	629,200
21	KBLCOM Inc. (Houston Industries)	561,800
22	Cencom Cable Associates	518,100
23	Lenfest Group	504,500
24	TCA Cable TV Inc.	477,300
25	MultiVision Cable TV Corporation (b)	474,600
26	Post-Newsweek Cable Inc.	442,700
27	Maclean Hunter Cable TV	403,700
28	Tele-Media Corporation	362,600
29	Multimedia Cablevision	355,900
30	Colony Communications	355,900
31	Simmons Communications	337,700
32	Rifkin & Associates Inc.	315,500
33	InterMedia Partners	312,600
34	TKR Cable	310,900
35	Western Communications Inc.	305,700
36	Triax Communications	303,200
37	Hauser Communications	300,300
38	Service Electric Cable TV Inc.	230,000
39	Greater Media Inc.	227,100
40	King Videocable Company	215,400
41	Columbia International Inc.	210,200
42	C-TEC Cable	203,300
43	Harron Communications	200,600
44	Media General	199,800
45	US Cable Corporation (b)	187,300
46	Wometco Cable Corporation	184,700
47	Palmer Communications	184,500
48	Garden State Cable TV	181,100
49	Sutton Capital Inc.	174,700
50	Star Cablevision Group (b)	172,300

(a) TCI net-owned basic subscribers.

(b) PKA (Paul Kagan Associates Inc.) estimate.

(c) Includes ATC, Paragon Communications, Warner Cable, and affiliated systems. ATC/Paragon and Warner are listed separately in source. Due to combined listing here, companies ranked 5th through 50th have been moved up one higher than the rankings in the source.

(d) Includes Metrovision, Newchannels, Vision.

Source: Paul Kagan Associates, Inc., Cable TV Investor, June 26, 1991, pp. 6-7. Data as of April 30, 1991. As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1991, Volume 15, No. 56, p. 14-A.

1989 Edition
See Table 8-37 for 1989 data

Table 8-24.
Top 50 cable systems: 1991

Rank	System location	Operator	Basic subscribers
1..........	Long Island NY	*Cablevision Systems*	557,039 (6/91)
2..........	Orlando Complex FL	*ATC*	455,000 (4/91)
3..........	Puget Sound WA	*Viacom*	376,200 (4/91)
4..........	Brooklyn/Queens NY	*Time Warner*	326,000 (4/91)
5..........	San Diego CA	*Cox Cable*	321,773 (3/91)
6..........	Phoenix AZ	*Times Mirror*	289,363 (5/91)
7..........	Manhattan NY	*ATC*	252,000 (1/91)
8..........	San Antonio TX	*KBLCOM*	229,301 (1/91)
9..........	Tampa/St. Petersburg FL	*Paragon*	224,988 (5/91)
10..........	East Orange NJ	*Maclean Hunter*	224,357 (4/91)
11..........	Honolulu HI	*ATC*	216,000 (1/91)
12..........	Suburban Washington DC (Montgomery County MD; Arlington VA)	*Hauser*	206,600 (6/91)
13..........	Chicago IL suburbs	*Continental*	206,000 (2/91)
14..........	Houston TX	*Warner*	197,000 (5/91)
15..........	Sacramento CA	*Scripps Howard*	196,000 (1/91)
16..........	Atlanta GA	*Prime Cable*	191,157 (4/91)
17..........	Wayne NJ	*United Artists Cablesystems*	188,046 (4/91)
18..........	Fairfax VA	*Media General*	187,201 (7/91)
19..........	Chicago IL	*TCI*	183,585 (4/91)
20..........	Jacksonville FL	*Continental*	181,618 (3/91)
21..........	Cherry Hill NJ	*Garden State Cable*	180,000 (2/91)
22..........	Rochester NY	*ATC*	180,000 (1/91)
23..........	Cincinnati OH	*Warner*	179,000 (5/91)
24..........	Cleveland OH	*Cablevision Systems*	178,177 (6/91)
25..........	Hampton Roads VA	*Cox Cable*	176,830 (3/91)
26..........	Louisville/Jefferson Co. KY	*Storer*	172,277 (4/91)
27..........	Fairfield County CT	*Cablevision Systems*	172,246 (6/91)
28..........	Chicago IL suburbs	*Jones Intercable*	170,676 (2/91)
29..........	Kansas City MO	*ATC*	168,000 (1/91)
30..........	Manhattan NY	*Paragon*	164,938 (6/91)
31..........	Las Vegas NV	*Prime Cable*	162,707 (4/91)
32..........	San Jose CA	*TCI*	159,644 (4/91)
33..........	Baltimore County MD	*Comcast*	157,000 (4/91)
34..........	San Diego CA	*ATC*	154,765 (3/91)
35..........	Tulsa OK	*United Artists Cablesystems*	153,696 (4/91)
36..........	Pompano Beach FL	*Continental*	152,832 (3/91)
37..........	San Francisco CA	*Viacom*	152,300 (4/91)
38..........	Memphis/W. Memphis TN	*ATC*	150,925 (1/91)
39..........	Charlotte NC	*ATC*	150,000 (1/91)
40..........	Hartford CT	*United Artists Cablesystems*	148,371 (4/91)
41..........	Philadelphia PA	*Comcast*	148,000 (4/91)
42..........	Buffalo NY	*Adelphia Communications*	147,560 (3/91)
43..........	St. Louis MO	*Cencom*	145,950 (5/91)
44..........	Austin TX	*ATC*	141,000 (1/91)
45..........	Seattle WA	*TCI*	133,233 (4/91)
46..........	Warren NJ	*TKR*	132,663 (4/91)
47..........	Pinellas County FL	*Newhouse*	130,312 (1/91)
48..........	Denver CO suburbs	*United Artists Cablesystems*	128,860 (4/91)
49..........	Dallas TX	*TCI*	126,560 (4/91)
50..........	Raleigh/Durham NC	*ATC*	126,000 (1/91)

Note: Ranked by number of subscribers.

Source: Cablevision, August 12, 1991, p. 49. Data as of April 30, 1991. As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1991, Volume 15, No. 56, p. 15-A.

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New Inclusion

Table 8-25.
VCR penetration in U.S. TV households: 1980-1990

Year	VCR households	TV households	Percent penetration
1980	1,850,000	78,000,000	2.4
1981	2,500,000	81,900,000	3.1
1982	4,800,000	83,700,000	5.7
1983	8,300,000	84,200,000	9.9
1984	15,000,000	85,300,000	17.6
1985	23,500,000	86,100,000	27.3
1986	32,500,000	87,400,000	37.2
1987	45,800,000	88,600,000	51.7
1988	56,200,000	90,400,000	62.2
1989	62,259,600	92,100,000	67.6
1990	65,356,200	93,100,000	70.2

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition, 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 162.

New Inclusion

Table 8-26.
Sales of prerecorded videocassettes to U.S. dealers: 1980-1990

Year	Pre-recorded cassettes	Percent increase over prior year	Percent increase compared to 1990
1980	3,000,000	NA	+7,233.0
1981	5,500,000	+83.3	+3,900.0
1982	6,000,000	+9.1	+3,566.7
1983	9,500,000	+58.3	+2,215.8
1984	22,000,000	+131.6	+900.0
1985	52,000,000	+136.4	+323.1
1986	84,000,000	+61.5	+161.9
1987	110,000,000	+31.0	+100.0
1988	135,000,000	+22.7	+63.0
1989	200,000,000	+48.1	+10.0
1990	220,000,000	+10.0	NA

NA - Not available.

Note: Above data excludes "Adult" and "Public Domain" material.

Source: Motion Picture Association of America, Inc. As included in National Association of Theatre Owners, Encyclopedia of Exhibition 1991/92, Jim Kozak, ed., North Hollywood, CA, p. 163.

1989 Edition
Updates Table 8-62

Table 8-27.
Video cassette recorders in use: 1975-1990

Year	Number of VCRs
	(in millions)
1975	.03
1976	.08
1977	.20
1978	.60
1979	1.15
1980	1.85
1981	3.00
1982	4.85
1983	8.35
1984	15.50
1985	26.00
1986	37.50
1987	48.00
1988	59.60
1989	68.30
1990	78.95

Source: (1975-1987) Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1988 Edition, p. C-300; (1988-90) Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1991 Edition, p. C-328.

1989 Edition

Updates Table 8-45

Table 8-28.
Advertising expenditures for radio: 1935-1990 (continued on next page)

Year	Advertising expenditures			
	Total	Network	National spot	Local
	(in millions of dollars)			
1935	113	63	15	35
1936	122	76	23	24
1937	165	89	28	48
1938	167	89	34	44
1939	184	99	35	50
1940	216	113	42	60
1941	247	125	52	70
1942	260	129	59	73
1943	314	157	71	86
1944	394	192	87	114
1945	424	198	92	134
1946	454	200	98	157
1947	506	201	106	199
1948	562	211	121	230
1949	571	203	123	245
1950	605	196	136	273
1951	606	180	138	289
1952	624	162	142	321
1953	611	141	146	324
1954	559	114	135	309
1955	545	84	134	326
1956	567	61	161	346
1957	618	64	187	368
1958	619	58	190	372
1959	656	44	206	406
1960	692	43	222	428
1961	683	43	221	420
1962	736	46	233	457
1963	789	56	243	490
1964	846	59	256	531
1965	917	60	275	582
1966	1,010	64	308	638
1967	1,031	64	310	657
1968	1,190	63	360	767
1969	1,264	59	368	837
1970	1,308	56	371	881
1971	1,445	63	395	987
1972	1,612	74	402	1,136
1973	1,723	68	400	1,255
1974	1,835	72	408	1,355
1975	1,980	83	436	1,461
1976	2,330	105	518	1,707
1977	2,632	137	546	1,951
1978	3,052	147	620	2,285
1979	3,310	161	665	2,484
1980	3,702	183	779	2,740
1981	4,230	230	879	3,121
1982	4,670	255	923	3,492
1983	5,210	296	1,038	3,876
1984	5,817	320	1,197	4,300
1985	6,490	365	1,335	4,790
1986	6,949	423	1,348	5,178
1987	7,206	413	1,330	5,463
1988	7,798	425	1,418	5,955
1989	8,323	476	1,547	6,300
1990	8,765	495	1,655	6,615

Source: Sources listed for 1935-1970 were as follows: 1935-1956 and 1958-1968, Printers' Ink Advertisers' Guide to Marketing, various issues; 1957, Printers' Ink, Feb. 6, 1959, p. 9; 1969 and 1970, Marketing Communications, July 1971, as included in: (1935-1970) U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Washington, D.C., Series R106-122; (1971-1974) Television Factbook: 1976, Washington, D.C., 1976, p. 65a; (1975-1977) U.S. Bureau of the Census, Statistical Abstract of the United States: 1979, Washington, D.C., 1979, table 1002; (1978-1979) U.S. Bureau of the Census, Statistical Abstract of the United States: 1984, Washington, D.C., 1983, table 968; (1980-1985) U.S. Bureau of the Census, Statistical Abstract of the United States: 1987, Washington, D.C., 1986, table 925; (1986-1987) U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, Washington, D.C. table 920; (1988-1989) McCann-Erickson, Inc., New York, N.Y. Compiled for Crain Communications, Inc. in Advertising Age. (Copyright) As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1991 Edition, p. C-336.

Table 8-28.
Advertising expenditures for radio: 1935-1990 (continued from previous page)

Methodological Note: Historical-time series on advertising expenditures were first developed by L.D. H. Weld of the McCann-Erickson Advertising Agency, New York, in 1938. After Dr. Weld's death in 1946, McCann-Erickson continued to prepare the estimates under the supervision of Dr. Hans Zeisel and Robert J. Coen.

Total advertising expenditures in radio and television are total time sales of networks and stations including commissions of advertising agencies and station representatives, as reported by the Federal Communications Commission, multiplied by estimated "adjustment" factors. For a description of the method used in developing the annual adjustment factors, see Historical Statistics, Colonial Times to 1970, Series R106-122. Total advertising expenditures are larger than total broadcast revenues as reported by the FCC in two respects: the inclusion of commissions paid to advertising agencies and station representatives; and the inclusion of sums paid by advertisers for talent, program, and production to organizations which do not operate networks or broadcast stations (included in the "adjustment" figures).

The four national networks included in radio are American Broadcasting Company (ABC), Columbia Broadcasting Company (CBS), National Broadcasting Company (NBC), and the Mutual Broadcasting System (MBS). The three large regional networks included for most years are Don Lee Network, Yankee Network, and Texas State Network. The networks included in television are ABC, CBS, NBC (each of which operates a network in both radio and television) and, until September 1955, the DuMont Network. At that time DuMont withdrew from the network field.

Figures for network expenditures are total expenditures of network advertisers in radio or television for time (i.e., access to the individual stations broadcasting the program); for the program, including talent and production; and for the production of the commercial announcements. Sums include commissions to advertising agencies but exclude discount and allowances received by the advertiser. The figures are before disbursements by the networks to their affiliated and owed stations, and exclude the non-network time sales of the stations owned by the networks.

National spot expenditures are commonly confused with commercial, or "spot" announcements. The term used in this context refers to the purchase of time by national advertisers on individual stations "spotted" or selected in various communities. Advertiser expenditures are predominantly for commercial announcements adjacent to network or other programs carried by the individual stations. In addition, national spot advertisers sponsor programs or purchase "participations" in station-supplied programs. Thus, national spot advertiser expenditures include total time sales (after discounts but including commissions to advertising agencies and station representatives) multiplied by an estimated "adjustment" factor for program and production. This note taken from the sources cited above.

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1989 Edition
Updates Table 8-40

Table 8-29.
Advertising expenditures for television: 1949-1990

Year	Advertising expenditures Total	 Network	 National spot	 Local
	(in millions of dollars)			
1949	58	29	9	19
1950	171	85	31	55
1951	332	181	70	82
1952	454	256	94	104
1953	606	320	146	141
1954	809	422	207	180
1955	1,035	550	260	225
1956	1,225	643	329	253
1957	1,286	690	325	244
1958	1,387	742	397	248
1959	1,529	776	486	267
1960	1,627	820	527	281
1961	1,691	887	548	256
1962	1,897	976	629	292
1963	2,032	1,025	698	309
1964	2,289	1,132	806	351
1965	2,515	1,237	829	386
1966	2,823	1,393	988	442
1967	2,909	1,455	988	466
1968	3,231	1,523	1,131	577
1969	3,585	1,678	1,253	654
1970	3,596	1,658	1,234	704
1971	3,534	1,593	1,146	796
1972	4,091	1,804	1,318	969
1973	4,460	1,968	1,377	1,115
1974	4,851	2,145	1,495	1,211
1975	5,263	2,306	1,632	1,334
1976	6,721	2,857	2,154	1,700
1977	7,612	3,460	2,204	1,948
1978	8,955	3,975	2,607	2,373
1979	10,151	4,599	4,599	2,682
1980	11,469	5,130	3,269	2,967
1981	12,811	5,575	3,746	3,368
1982	14,566	6,210	4,364	3,765
1983	16,542	7,017	4,827	4,345
1984	19,670	8,526	5,488	5,084
1985	21,022	8,060	6,004	5,714
1986	22,881	8,342	6,570	6,514
1987	23,904	8,500	6,846	6,833
1988	25,686	9,172	7,147	7,270
1989	26,891	9,110	7,354	7,612
1990	28,745	9,565	7,905	7,875

Source: (1949-1970) U.S. Bureau of the Census, Historical Statistics, Colonial Times to 1970, Series R123-129; (1971-1974) Television Factbook, 1976, Washington, D.C., 1976, p. 65a; (1975-1977) U.S. Bureau of the Census, Statistical Abstract of the United States: 1979, Washington, D.C., 1979, table 1002; (1978-1979) U.S. Bureau of the Census, Statistical Abstract of the United States: 1984, Washington, D.C., 1983, table 968; (1980-1984) U.S. Bureau of the Census, Statistical Abstract of the United States: 1987, Washington, D.C., 1986, table 925; (1985-1987) U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, Washington, D.C., table 920; (1980, 1989-90) McCann-Erickson, Inc., New York, NY. Compiled for Crain Communications, Inc. In Advertising Age (Copyright). As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1991 Edition, p. C-336.

1989 Edition
Updates Table 8-48

Table 8-30.
Cable advertising revenue: 1980-1991

Year	Cable network advertising revenue	National/local spot revenue	Total revenue
		(in millions of dollars)	
1980	50.0	8.0	58.0
1981	105.0	17.0	124.0
1982	195.0	32.0	230.0
1983	331.0	60.0	396.0
1984	487.0	99.0	595.0
1985	634.0	167.0	815.0
1986	758.0	195.0	975.0
1987	895.0	268.0	1,196.0
1988	1,154.0	374.0	1,580.0
1989	1,486.0	496.0	2,056.0
1990	1,816.0	628.0	2,547.0
1991	2,116.0	761.0	3,011.0

Note: From 1981-1991, total ad revenue includes Regional Sports.

Source: Paul Kagan Associates, Inc., Cable TV Advertising, May 23, 1991, p. 3. As included in National Cable Television Association, Cable Television Developments, Washington, D.C., September 1991. Volume 15, No. 56, p. 9-A.

1989 Edition
Updates Table 8-49

Table 8-31.
Volume of advertising in the United States by media source: 1980-1990 (continued on next page)

Medium	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990 (a)
					(in millions of dollars)						
Television											
Total	11,469	12,846	14,636	16,759	19,848	21,022	22,881	23,904	25,686	26,891	28,745
Network	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,500	9,172	9,110	9,565
Syndication (national)	50	75	150	300	420	520	600	762	901	1,288	1,610
Spot (national)	3,269	3,746	4,364	4,827	5,488	6,004	6,570	6,846	7,174	7,354	7,905
Spot (local) (b)	2,967	3,368	3,765	4,345	5,084	5,714	6,414	6,833	7,270	7,612	7,875
Cable (national)	45	100	181	282	458	594	676	760	942	1,197	1,375
Cable (local)	8	17	32	50	80	130	179	203	254	330	415
Radio											
Total	3,702	4,230	4,760	5,210	5,817	6,490	6,949	7,206	7,798	8,323	8,765
Network	183	230	255	296	320	365	423	413	425	476	495
Spot	779	879	923	1,038	1,197	1,335	1,348	1,330	1,418	1,547	1,655
Local	2,740	3,121	3,492	3,876	4,300	4,790	5,178	5,463	5,955	6,300	6,615
Newspapers											
Total	14,794	16,528	17,694	20,582	23,522	25,170	26,990	29,412	31,197	32,368	32,860
National	1,963	2,259	2,452	2,734	3,081	3,352	3,376	3,494	3,586	3,720	3,925
Local	12,831	14,269	15,242	17,848	20,441	21,818	23,614	25,918	27,611	28,648	28,935
Magazines											
Total	3,149	3,533	3,710	4,233	4,932	5,155	5,317	5,607	6,072	6,716	6,885
Weeklies	1,418	1,598	1,659	1,917	2,224	2,297	2,327	2,445	2,646	2,813	2,845
Women's	782	853	904	1,056	1,209	1,294	1,376	1,417	1,504	1,710	1,730
Monthlies	949	1,082	1,147	1,260	1,499	1,564	1,614	1,745	1,922	2,193	2,310
Farm Publications											
Total	130	146	148	163	181	186	192	196	196	212	215
Direct Mail											
Total	7,596	8,944	10,319	11,795	13,800	15,500	17,145	19,111	21,215	21,945	23,590
Business Publications											
Total	1,674	1,841	1,867	1,990	2,270	2,375	2,382	2,458	2,610	2,763	2,875

(a) Preliminary data.

(b) Data in 1989 Edition were categorized differently.

Table 8-31.
Volume of advertising in the United States by media source: 1980-1990 (continued from previous page)

Medium	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990 (a)
					(in millions of dollars)						
Outdoor											
Total	578	650	721	794	872	945	985	1,025	1,064	1,111	1,155
National	364	419	465	512	562	610	600	615	628	653	680
Local	214	231	256	282	310	335	385	410	436	458	475
Yellow Pages											
Total	2,900	3,300	3,800	4,400	4,900	5,800	6,500	7,300	7,781	8,330	8,850
National	330	380	433	489	580	695	759	830	944	1,011	1,090
Local	2,570	2,920	3,367	3,911	4,320	5,105	5,741	6,470	6,837	7,319	7,760
Miscellaneous											
Total	7,558	8,412	9,006	9,924	11,678	12,107	12,799	13,431	14,531	15,271	16,120
National	5,153	5,798	6,365	6,911	8,083	8,604	9,120	9,703	10,454	10,998	11,730
Local	2,405	2,614	2,641	3,013	3,595	3,503	3,679	3,728	4,077	4,273	4,390
Total											
National	29,815	33,890	37,785	42,525	49,690	53,355	56,850	60,625	65,610	68,990	73,585
Local	23,735	26,540	28,795	33,325	38,130	41,395	45,290	49,025	52,440	54,940	56,465
Grand Total	53,550	60,430	66,580	75,850	87,820	94,750	102,140	109,650	118,050	123,930	130,060

Note: These are total expenditures by advertisers; not merely receipts by media.

(a) Preliminary data.

Source: Prepared for Advertising Age by Robert J. Coen, Senior V.P., McCann-Erickson Inc. and used with permission by media. As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1991 Edition, p. C-336.

1989 Edition
Updates Table 8-41

Table 8-32.
Network television advertising billings by network: 1963-1990

Year	Network			Total
	ABC	CBS	NBC	
	(in millions of dollars)			
1963	276.8	436.7	344.5	1,058.0
1964	291.4	472.7	381.8	1,145.9
1965	338.0	492.3	430.0	1,260.3
1966	389.8	548.3	473.2	1,411.3
1967	413.0	583.6	503.2	1,499.9
1968	418.4	580.2	549.5	1,548.1
1969	444.9	650.9	601.6	1,697.4
1970	472.3	661.7	599.7	1,733.7
1971	467.9	606.7	553.1	1,627.7
1972	560.5	675.7	597.6	1,833.8
1973	619.5	728.6	695.5	2,043.6
1974	677.5	821.3	757.8	2,256.6
1975	716.6	872.5	841.8	2,430.8
1976	954.3	1,045.6	991.7	2,991.6
1977	1,242.0	1,206.7	1,170.7	3,619.5
1978	1,479.9	1,350.3	1,274.9	4,105.1
1979	1,706.5	1,564.9	1,425.9	4,697.4
1980	1,877.0	1,701.0	1,569.3	5,147.3
1981	2,009.2	1,898.0	1,685.6	5,592.8
1982	2,216.5	2,157.6	1,858.1	6,232.3
1983	2,495.7	2,373.1	2,172.8	7,041.6
1984	3,236.2	2,828.2	2,490.9	8,555.3
1985	2,688.5	2,887.0	2,738.0	8,313.5
1986	2,577.1	2,869.3	3,153.7	8,600.1
1987	2,678.7	2,825.4	3,310.3	8,814.4
1988	3,024.3	2,735.6	3,820.4	9,580.4
1989	3,019.8	2,858.9	3,680.2	9,559.1
1990	3,234.0	3,177.2	3,721.1	10,132.3

Note: These figures are estimates of net time and program billings and do not represent actual revenues to the networks. Data for 1963-66 are compiled by Leading National Advertisers-Bureau of Advertising Reports (LNA-BAR), Leading National Advertisers in 1967, and Bureau of Advertising Reports in 1968-87.

Source: (1963-1987) Television Bureau of Advertising Reports. As included in Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1988 Edition, p. C-308; (1988-1990) Television Digest, Inc., Television and Cable Factbook, Washington, D.C., 1991 Edition, p. C-337.

Table 8-33.
Types of network television shows and their audiences between hours of 7 and 11 p.m.: July 1989

Type of show	Number of programs	Percent of average audience
Mystery and Suspense	10	10.6
Situation Comedy	41	12.3
General Drama	8	9.6
Feature Films	10	9.3
Adventure	5	7.2
All Regular Programs	87	9.9

Source: National Audience Demographics Report, August 1989. As included in The Broadcasting Yearbook 1990, Washington, D.C., 1990, p. G-16.

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Table 8-34.
Television audience composition: August 1989

Time of day	Percent of U.S. homes using TV	Number of viewers per 1,000 viewing homes	Percent of audience per average minute			
			Men	Women	Teens	Children
Monday-Friday 10 am - 1 pm	25.6	1,353	23	45	11	21
Monday-Friday 1-4:30 pm	30.5	1,403	24	48	12	16
All Nights 8-11 pm	52.9	1,653	38	46	6	10

Source: National Audience Demographics Report, August 1989. As included in The Broadcasting Yearbook 1990, Washington, D.C., 1990, p. G-16.

See Table 8-53c for July 1987 data

Table 8-35.
Television usage by households per week, in hours and minutes: August 1989

Day	7 am - 1 pm	1-4:30	4:30-7:30 pm	7:30-8 pm	8-11 pm	11 pm-1 am	1-7am
Monday-Friday.......	6:46	5:20	6:09	1:13	NA	3:16	NA
Saturday	1:10	0:59	1:02	0:12	1:25	NA	NA
Sunday	1:09	1:08	1:11	NA	1:40	NA	NA
All days	NA	NA	NA	1:39	11:07	4:33	3:41

NA - Not available–Missing data were not supplied by original source.

Source: National Audience Demographics Report, August 1989. As included in The Broadcasting Yearbook 1990, Washington, D.C., 1990, p. G-16.

See Table 8-57 for related data

Table 8-36.
Radio format usage in the United States: 1989

Format	Total	AM	FM	Commercial	Non-commercial
Adult contemporary	2,307	957	1,350	2,261	46
Agriculture	134	97	37	133	1
American Indian	4	2	2	2	2
Beautiful music	372	92	280	340	32
Big band	169	141	28	162	7
Black	174	118	56	150	24
Bluegrass	12	9	3	10	2
Blues	15	11	4	12	3
Chinese	0	0	0	0	0
CHR/Top-40	972	163	809	885	87
Classic Rock	159	36	123	151	8
Children	1	1	0	1	0
Classical	376	26	350	63	313
Comedy	3	3	0	3	0
Country	2,496	1,447	1,049	2,485	11
Disco	1	0	1	0	1
Drama/literature	2	0	2	0	2
Educational	241	12	229	4	237
Filipino	1	1	0	1	0
Folk	4	1	3	1	3
Foreign/ethnic	45	32	13	40	5
French	1	1	0	1	0
German	1	0	1	1	0
Gospel	194	163	31	175	19
Greek	1	1	0	1	0
Italian	1	1	0	1	0
Japanese	2	2	0	2	0
Jazz	297	29	268	71	226
MOR	595	473	122	576	19
New Age	44	7	37	29	15
News	460	333	127	340	120
Nostalgia	79	67	12	79	0
Oldies	723	516	207	720	3
Other	87	62	25	76	11
Polka	6	4	2	6	0
Portuguese	7	5	2	6	1
Progressive	143	3	140	12	131
Public affairs	55	14	41	10	45
Reggae	4	1	3	1	3
Religious	1,026	564	462	727	299
Rock (AOR)	491	62	429	348	143
Spanish	261	194	67	242	19
Talk	488	419	69	429	59
Urban contemporary	208	87	121	188	20
Variety	603	142	461	180	423

Source: The Broadcasting Yearbook 1990, Washington, D.C., 1991, p. F-72.

1989 Edition
Updates Table 8-58

Table 8-37.
System characteristics and broadcast hours for public television: 1974-1988

	1974*	1976*	1978	1980	1982	1984	1986	1988
System characteristics								
Number of television stations	238	253	272	281	291	303	313	322
Number of broadcasters	151	152	156	160	164	169	182	186
Broadcast hours and number of programs								
Average annual hours per broadcaster	3,872	4,542	4,894	5,128	5,421	5,542	5,650	6,135
Average annual number of programs per broadcaster	6,547	7,607	8,282	8,823	9,162	8,978	9,327	10,127

*Data for 1974 and 1976 refer to calendar years. Data for other years cover fiscal years.

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1988; (unpublished as of November 1991). Data provided by Janice J. Jones, Media Research Analyst, Corporation for Public Broadcasting, Washington, D.C., November 1991.

Methodological note: The Public Television Programming Survey FY 1988 utilized a different methodology than the surveys in prior years. Data files from PBS were used to obtain raw data on 318 stations for 366 days. These stations were reduced to the 169 designated broadcasters, each of which represents a distinct program schedule. Identified programming was coded. CPB provided a software generated sampling frame of 14 dates for each broadcaster. Broadcasters were telephoned to provide programming information for the unknown titles in the sample 14 dates. A 100 percent response rate was obtained for the sample.

1989 Edition
Updates Table 8-59

Table 8-38.
Public television program content, producers, and distributors: 1974-1988

System characteristics	1974 (a)	1976 (a)	1978	1980	1982	1984	1986	1988
Program content			Percentage of total broadcast hours					
General	61.6	66.5	70.7	71.3	72.0	73.2	74.5	72.9
News and public affairs (b)	12.6	11.9	11.0	12.2	12.4	14.1	16.4	16.3
Information and skills	15.9	19.9	23.6	22.8	24.5	25.5	29.5	31.7
Cultural	17.9	20.9	22.1	21.9	22.8	20.1	20.5	17.9
General children's and youth's (c)	10.7	10.0	8.7	8.9	7.5	7.9	6.5	5.8
Other general	4.4	3.8	5.3	5.5	4.8	5.5	1.6	1.2
Instructional	17.1	16.6	14.9	14.7	14.3	13.0	14.5	15.5
The Electric Company, Villa Alegre (d)	NA	NA	1.8	1.6	1.5	1.1	1.0	0.4
Other children's and youth's	15.2	13.4	12.1	12.2	11.8	11.4	NA	NA
Adult educational	1.9	1.4	1.2	1.0	1.4	0.6	NA	NA
Sesame Street and The Electric Company	21.2	17.8	16.1	15.5	14.8	14.8	11.4	11.7
Producer (e)								
Local (broadcaster's own facilities)	11.4	10.1	7.7	7.0	6.7	5.7	5.2	5.2
Major public television production center	45.4	21.5	24.2	28.4	25.9	44.4	37.6	27.1
Other public television source	(f)	26.7	28.0	17.8	19.7	(f)	(f)	(d)
Consortium	2.5	1.7	1.8	2.7	2.6	3.3	3.1(g)	9.8
Children's Television Workshop	22.0	18.8	16.8	17.1	15.8	16.4	29.1	16.1
Independent producer	5.9	6.1	5.3	7.9	11.3	9.2	(h)	19.4
Commercial producer	1.9	2.8	2.7	3.2	3.9	2.8	(i)	4.4
Non-PTV ITV producer	NA	NA	NA	NA	NA	(j)	5.5	4.0
Foreign producer	5.8	7.6	9.1	7.8	6.0	8.9	11.0	8.7
International coproduction	(k)	(k)	(k)	4.7	4.1	4.3	4.1	5.3
Other	5.1	4.6	4.4	3.5	4.0	4.6	4.4	0.1
Distributor								
Local distribution only	11.3	10.0	7.4	6.8	6.2	5.6	4.9	6.4
Public Broadcasting Service	62.1	69.3	71.6	69.6	67.1	65.3	63.9	62.0
Regional public television network	9.6	6.2	5.4	7.6	10.8	13.0	14.0	17.8
Other	17.0	14.5	15.6	16.0	15.9	16.1	17.2	13.8

NA - Not applicable, or not a separate category.

Note: Totals may not equal 100 percent due to rounding.

(a) Data for 1974 and 1976 refer to calendar years. Data for other years cover fiscal years (September to September).

(b) In 1986 and 1988 this category includes "Business or Consumer."

(c) Excluding Sesame Street and The Electric Company; including Mister Rogers Neighborhood.

(d) After 1974, Villa Alegre programs were double counted if aired during school hours when school is in session.

(e) 1984, 1986, and 1988 definitions and categories differ from those used in prior reports.

(f) Included under category "Major public television production center."

(g) In 1986 "U.S. Co-production" replaced "Consortium."

(h) Included under category "Children's Television Workshop."

(i) Included in independent producer.

(j) Included in commercial producers.

(k) Included under category "Foreign producer."

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1988; (unpublished as of November 1991.)
Data provided by Janice Jones, Media Research Analyst, Corporation for Public Broadcasting, Washington, D.C., November 1991.

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Table 8-39.
Cultural programming hours and programs on public television as a percent of total and prime-time hours and programs: 1986 and 1988

Type of cultural program	Total hours/programs				Prime-time hours/programs			
	1986		1988		1986		1988	
	Percent of total audience hours	Percent of total audience programs	Percent of total audience hours	Percent of total audience programs	Percent of total audience prime-time hours	Percent of total audience prime-time programs	Percent of total audience prime-time hours	Percent of total audience prime-time programs
Culture-reviews...	1.8	2.0	1.1	0.9	3.1	3.9	2.1	2.2
Drama.............	8.7	6.5	7.2	4.7	18.1	15.8	14.4	12.2
Music-dance.......	5.7	3.5	4.9	2.7	13.8	10.3	11.3	7.9
Comedy............	2.3	2.7	1.7	1.7	3.0	4.3	2.2	2.9
Films.............	4.5	2.3	3.0	1.2	4.7	2.4	3.1	1.7
Total hours.......	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: See table 8-37 for methodological note.

Source: Corporation for Public Broadcasting, Public Television Programming Survey, 1986 (unpublished as of October 1987). Data provided by Janice J. Jones, Media Research Analyst,, Corporation for Public Broadcasting, Washington, D.C., November 1991.

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Table 8-40.
Changes in public broadcasting income: 1973, 1983, 1988, and 1990

Major income source	1973		1983		1988		1990	
	Amount	Percent	Amount	Percent	Amount	Percent	Amount	Percent
	(dollars are in thousands)							
CPB Federal appropriation	35,000	13.7	137,000	15.2	214,000	15.7	229,391	14.5
Federal grants	20,585	8.1	26,722	3.0	33,487	2.5	37,978	2.4
State and local tax-based sources	127,275	50.0	318,312	35.4	415,853	30.4	473,837	30.0
Private sources	71,904	28.2	417,145	46.4	704,411	51.5	840,241	53.1
Total Federal sources	55,585	21.7	163,722	18.2	247,487	18.1	267,369	16.9
Total non-Federal	199,179	78.2	735,457	81.8	1,120,264	81.9	1,314,078	83.1
Total income	254,764	100.0	899,179	100.0	1,367,752	100.0	1,581,447	100.0

Sources: Corporation for Public Broadcasting, Policy Development and Planning, 1991.

Table 8-41.
A 19-year trend of manufacturers' unit shipments in the recording industry: 1973-1991

Year	Disc Singles	Cassette Singles	LP's/ EP's	CD's	Cassettes	8-Tracks	CD Singles	Music Videos	Total
				(units are in millions)					
1973	228.0	(a)	280.0	(c)	15.0	91.0	(e)	(f)	614.0
1974	204.0	(a)	276.0	(c)	15.3	96.7	(e)	(f)	592.0
1975	164.0	(a)	257.0	(c)	16.2	94.6	(e)	(f)	531.8
1976	190.0	(a)	273.0	(c)	21.8	106.1	(e)	(f)	590.9
1977	190.0	(a)	344.0	(c)	36.9	127.3	(e)	(f)	698.2
1978	190.0	(a)	341.3	(c)	61.3	133.6	(e)	(f)	726.2
1979	195.5	(a)	318.3	(c)	82.8	104.7	(e)	(f)	701.1
1980	164.3	(a)	322.8	(c)	110.2	86.4	(e)	(f)	683.7
1981	154.7	(a)	295.2	(c)	137.0	48.5	(e)	(f)	635.4
1982	137.2	(a)	243.9	(c)	182.3	14.3	(e)	(f)	577.7
1983	124.8	(a)	209.6	.8	236.8	6.0	(e)	(f)	578.0
1984	131.5	(a)	204.6	5.8	332.0	5.9	(e)	(f)	679.8
1985	120.7	(a)	167.0	22.6	339.1	3.5	(e)	(f)	653.0
1986	93.9	(a)	125.2	53.0	344.5	1.7	(e)	(f)	618.3
1987	82.0	(b) 5.1	107.0	102.1	410.0	(d)	(e)	(f)	706.8
1988	65.6	22.5	72.4	149.7	450.1	(d)	1.6	(f)	761.9
1989	36.6	76.2	34.6	207.2	446.2	(d)	-1	6.0	806.7
1990	27.6	87.4	11.7	286.5	442.2	(d)	1.1	9.2	865.7
1991 (Jan-Jun)	11.40	33.61	2.09	153.86	170.41	(d)	2.39	3.32	377.08
Percent change (g)									
1983-84	+5.0	NA	-2.0	+625.0	+40.0	NA	NA	NA	+18.0
1984-85	-8.0	NA	-18.0	+291.0	+2.0	NA	NA	NA	-4.0
1985-86	-22.0	NA	-25.0	+134.0	+2.0	NA	NA	NA	-5.0
1986-87	-13.0	NA	-15.0	+93.0	+19.0	NA	NA	NA	+14.3
1987-88	-20.0	+341.0	-32.0	+47.0	+10.0	NA	NA	NA	+8.0
1988-89	-44.22	+239.14	-52.20	+38.42	-.95	NA	-105.95	NA	+5.09
1989-90	-24.59	+14.70	-66.18	+38.27	-.90	NA	NA	+53.33	+7.31
1990-91 (Jan-Jun)	-20.61	-26.26	-62.81	+16.49	-23.33	NA	+1891.67	-18.02	-11.08

NA - Not applicable.

Note: Cassettes became the configuration of choice in 1983, beating LP's by 27.2 million units. CD shipments surpassed LP shipments for the first time during the first half of 1988. Through the first half of 1991, CD's continue to lead the market as the strongest performing product as shipments increased from 132.08 million in 1990 to 153.80 million in 1991 (Jan-Jun 1991).

(a) Not available before 1987.

(b) 1987 figures represent 6 months' sales only.

(c) Not available before 1983.

(d) Not available after 1986. Discontinued configuration.

(e) Not available before 1988.

(f) Not available before 1989.

(g) Not available before 1983.

Source: (1973-87) Recording Industry Association of America, Inc. (RIAA), Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, pp. 8 and 9; (1988-90) Recording Industry Association of America, Inc. (RIAA), Inside the Recording Industry: A Statistical Overview - 1990 Update, pp. 4-6; (1991) Recording Industry Association of America Market Research Committee, (RIAA) QNEWS, 1991 Mid-Year Statistics, Washington, D.C., Sept, 1991.

Methodological Note: Member companies of the Recording Industry Association of America regularly report their company's sales figures (dollars and units) to Peat, Marwick, Main & Co. in Washington, D.C. They act as an independent accounting firm for the recording industry.

RIAA's Market Research Committee meets twice a year to translate these aggregate figures to represent the industry as a whole.

See Table 8-63 for related data

Table 8-42.
A 19-year trend of manufacturers' dollar value of sales in the recording industry: 1973-1991

Year	Disc Singles	Cassette Singles	LP's/ EP's	CD's	Cassettes	8-Tracks	CD Singles	Music Videos	Total
				(dollars are in millions)					
1973	190.0	(a)	1,246.0	(c)	76.0	489.0	(e)	(f)	2,001.0
1974	194.0	(a)	1,356.0	(c)	87.2	549.2	(e)	(f)	2,186.4
1975	211.5	(a)	1,485.0	(c)	98.8	583.0	(e)	(f)	2,378.3
1976	245.1	(a)	1,663.0	(c)	145.7	678.2	(e)	(f)	2,732.0
1977	245.1	(a)	2,195.1	(c)	249.6	811.0	(e)	(f)	3,500.8
1978	260.3	(a)	2,473.3	(c)	449.8	948.0	(e)	(f)	4,131.4
1979	275.4	(a)	2,136.0	(c)	604.6	669.4	(e)	(f)	3,685.4
1980	269.3	(a)	2,290.3	(c)	776.4	526.4	(e)	(f)	3,862.4
1981	256.4	(a)	2,341.7	(c)	1,062.8	309.0	(e)	(f)	3,969.9
1982	283.0	(a)	1,925.1	(c)	1,384.5	49.0	(e)	(f)	3,641.6
1983	269.3	(a)	1,689.0	17.2	1,810.9	27.9	(e)	(f)	3,814.3
1984	298.7	(a)	1,548.8	103.3	2,383.9	35.7	(e)	(f)	4,370.4
1985	281.0	(a)	1,280.5	389.5	2,411.5	25.3	(e)	(f)	4,387.8
1986	228.1	(a)	983.0	930.1	2,499.5	10.5	(e)	(f)	4,651.1
1987	203.3	(b)14.3	793.1	1,593.6	2,959.7	(d)	(e)	(f)	5,567.5
1988	180.4	57.3	532.3	2,089.9	3,385.1	(d)	(e)	9.8	6,254.8
1989	116.4	194.6	220.3	2,587.7	3,345.8	(e)	-.7	NA	6,464.1
1990	94.4	257.9	86.5	3,451.6	3,472.4	(d)	6.0	172.3	7,541.1
1991 (Jan-Jun)	31.18	108.56	12.46	1,893.79	1,371.20	(d)	13.56	60.12	3,490.87
Percent change (g)									
1983-84	11.0	NA	-8.0	500.0	32.0	NA	NA	NA	15.0
1984-85	-6.0	NA	-17.0	277.0	1.2	NA	NA	NA	0.4
1985-86	-19.0	NA	-23.0	139.0	4.0	NA	NA	NA	6.0
1986-87	-11.0	NA	-19.0	71.3	18.4	NA	NA	NA	19.7
1987-88	-11.0	301.0	-33.0	31.0	14.0	NA	NA	NA	12.0
1988-89	-35.48	239.68	-58.61	23.82	-1.16	NA	-108.90	NA	3.35
1989-90	-18.9	32.53	-60.74	33.38	3.78	NA	NA	49.31	14.62
1990-91 (Jan-Jun)	-44.83	-18.65	-67.90	24.37	-17.28	NA	1,837.14	-19.44	0.18

NA - Not applicable.

Note: The midyear dollar value ($3,490.87 million) remained stable in comparison to last year's dollar value ($3,484.50 million). This represents a 0.18 percent increase.

(a) Not available before 1987.

(c) 1987 figures represent 6 months' sales only.

(c) Not available before 1983.

(d) Not available after 1986. Discontinued configuration.

(e) Not available before 1988.

(f) Not available before 1989.

(g) Not available before 1983.

Source: (1973-87) Recording Industry Association of America, Inc. (RIAA), Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, pp. 8 and 9; (1988-90) Recording Industry Association of America, Inc. (RIAA), Inside the Recording Industry: A Statistical Overview - 1990 Update, pp. 4-6; (1991) Record Industry Association of America Market Research Committee, (RIAA) QNEWS, 1991 Mid-Year Statistics, Washington, D.C., Sept, 1991.

Table 8-43.
Trends in consumer purchases of prerecorded discs and tapes in the United States: 1985-1990

Consumer characteristic	1985	1986	1987	1988	1989	1990
Configuration purchased			(percent of dollar volume)			
7" singles	2	2	1	3	1	0.3(a)
12" singles	2	2	2	2	2	1
LP's	34	28	18	14	8	4
Compact discs	3	10	20	19	36	43
Cassette tapes	59	57	59	60	50	48
CD singles "3"	NA	NA	NA	NA	0.1(a) (b)	1(b)
CD Maxis "3"	NA	NA	NA	NA	0.3(a) (b)	NA
Cassette singles	NA	NA	NA	1	3	3
Type of music purchased						
Gospel	4	3	3	2	3	2
Jazz	3	4	4	5	6	5
Classical	5	6	5	4	4	4
Other	8	6	7	6	8	9
Country	10	10	10	7	7	9
Black/urban	10	10	12	13	14	18
Pop	17	14	13	15	14	14
Rock	43	47	47	46	43	37
DK/refused	NA	1	1	NA	NA	NA
Age						
10-14	9	9	7	9	8(c)	8
15-19	25	23	24	23	25(c)	18
20-24	15	20	19	21	19(c)	17
25-29	14	14	15	14	14(c)	15
30-34	11	10	11	10	10(c)	13
35+	26	24	24	22	23(c)	29
Race						
White	82	82	80	NA	NA	NA
Black	11	12	12	NA	NA	NA
Hispanic	3	2	3	NA	NA	NA
Other	3	3	3	NA	NA	NA
NA/refused	1	1	1	NA	NA	NA
Gender						
Male	53	56	57	57	54(d)	54
Female	47	44	43	44	46(d)	46
Where purchased						
Record store	61	63	66	69	72	72
Other store	23	22	20	20	16	16
Tape/Record club	10	9	10	8	8	9
Mail order	5	5	5	3	5	4
DK/refused	1	1	1	NA	NA	2
Region						
Northeast	21	22	22	25	21	22
South	34	31	32	32	31	31
North Central	24	24	22	23	25	23
West	23	23	23	21	23	25

NA - Not available.

Note: Due to rounding, figures may not add to 100 percent.

(a) Less than 1 percent.

(b) CD singles "3" and Maxis "3" were introduced in 1988. The data for 1989 was revised and only CDs singles "3" are reported in 1990.

See RIAA 1990 Sales profile released September 1991.

(c) 1988 data revised. See RIAA 1990 consumer profile released September 1991.

(d) 1989 data revised. See RIAA 1990 consumer profile released September 1991.

Source: (1985-1987) Chilton Research Services. Data taken from Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, pp. 11-15; (1988-89) Chilton Research Services. Data taken from Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1990, Washington, D.C., 1990, pp. 7-12; the RIAA QNEWS 1990 Sales Profile and 1990 Consumer Profile, Washington, D.C., September 1991.

Methodological Note: Trends in Consumer Purchases of Prerecorded Discs and Tapes in the United States: Every month, Chilton Research Services (CRS), conducts a consumer survey under the guidance of the RIAA Market Research Committee. Consumers are interviewed using a random sampling of approximately 1,225 males and females, 10 years of age or older, out of which an average of 255 music purchasers are contacted throughout the continental United States. Also questioned are nonbuyers to determine their demographics and reasons for not purchasing. Buyers are asked to list their monthly purchases and provide other details such as retail vs. mail order, price, music type, configuration of choice, etc.

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Table 8-44.
The Recording Industry Association of America Annual Gold, Platinum, and Multi-Platinum awards: 1958-1990 (continued on next page)

Year	Gold LP's	Gold Singles	Platinum LP's	Platinum Singles	Multi-Platinum LP's	Multi-Platinum Singles
1958	1	4	NA	NA	NA	NA
1959	6	1	NA	NA	NA	NA
1960	16	0	NA	NA	NA	NA
1961	15	2	NA	NA	NA	NA
1962	37	5	NA	NA	NA	NA
1963	27	2	NA	NA	NA	NA
1964	28	7	NA	NA	NA	NA
1965	36	11	NA	NA	NA	NA
1966	58	23	NA	NA	NA	NA
1967	61	34	NA	NA	NA	NA
1968	75	45	NA	NA	NA	NA
1969	94	64	NA	NA	NA	NA
1970	114	56	NA	NA	NA	NA
1971	91	55	NA	NA	NA	NA
1972	124	66	NA	NA	NA	NA
1973	116	70	NA	NA	NA	NA
1974	127	68	NA	NA	NA	NA
1975	125	48	NA	NA	NA	NA
1976	149	55	37	4	NA	NA
1977	183	55	68	3	NA	NA
1978	193	61	102	10	NA	NA
1979	112	60	42	12	NA	NA
1980	160	42	66	3	NA	NA
1981	153	32	60	2	NA	NA
1982	130	24	55	4	NA	NA
1983	111	47	49	2	NA	NA
1984	131	26	59	2	109	0
1985	138	14	65	1	61	1
1986	140	7	204	0	108	0
1987	142	3	79	0	71	0
1988	158	0	89	2	76	0
1989	195	125	130	30	140	1
1990	187	90	99	23	117	1
Total through 1990	3,433	1,202	1,204	98	646	3

NA - Not applicable.

Note: Platinum Certification status began in 1976, Multi-Platinum Certification in began in 1984.

Source: (1985-87) Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1988 Update, Washington, D.C., 1988, p. 19; (1988-90) Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1990 Update, Washington, D.C., 1990, p. 16.

Table 8-44.
The Recording Industry Association of America Annual Gold, Platinum, and Multi-Platinum awards: 1958-1990 (continued from previous page)

Note: RIAA Gold, Platinum and Multi-Platinum Awards.

The Recording Industry Association of America has been the only official certification agency for Gold Record Awards since they were conceived in 1958, and for Platinum Record Awards since their inception on January 1, 1976, and the Multi-Platinum Certification in 1984.

Promotional copies for radio and press review purposes are not included in the sales, but recordings given free with quantities purchased are included. Sales through record and tape clubs are included, but club bonus records or membership enrollment inducement packages are not included.

Only domestic U.S. sales may be included. Export sales and sales to military post exchanges overseas are excluded. At least 50 percent of the recordings sold must go through normal retail outlets. Special packages sold only through clubs or mail will not be included.

The RIAA adopted a new post-release qualification delay of 60 days for the Gold and Platinum Record Awards certification, effective for all recordings released on or after January 4, 1980.

After the manufacturer applies for certification, the official RIAA auditing firm makes an appointment to verify the sales totals, and then issues a formal certification. This permits the manufacturer to order the official Gold and Platinum Record Award Plaques, with the trademarked sales certification seal, available only through RIAA.

Gold criteria. From 1958 until January 1, 1975, the requirement for a Gold Album Certification was a minimum of $1 million in manufacturer's dollar volume based at 33 1/3 percent of suggested retail price of each LP, tape and/or CD sold. The million dollar volume requirement remains for records, tapes and CD's, but an additional criterion for album certification requires a minimum sale of 500,000 units.

Currently, the requirement for Gold Single Certifications, the requirement is a minimum sale of one million units in LP's, tapes, and CD's with manufacturer's dollar volume at least $2 million, based on 33 1/3 percent of suggested retail price for each record, tape and/or CD sold. Other requirements for Gold Albums also apply to platinum.

The requirement for a Platinum Single Certification is a minimum sale of one million copies. All other Gold Single requirements apply.

Multi-Platinum Criteria

Multi-Platinum Certification for albums is awarded upon the sale of two million units and at subsequent million-unit sales marks. A further requirement is that the manufacturer's dollar volume total at least $4 million for sales of two million units based on 33 1/3 percent of suggested retail price; $6 million for sales of three million units; $8 million for sales of four million units, etc. The sale of LP's, cassettes and CD configurations may be commingled to determine the number of albums sold.

Multi-Platinum Certification for single records may be awarded at successive sales levels of two million units, three million units, four million units, and at each subsequent million-unit sales level. All other Gold Single requirements apply.

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Table 8-45.
Annual gold, platinum and multi-platinum music video awards: 1985-1990

Year	Gold	Platinum	Multi-Platinum
1985*	5	NA	NA
1986	25	8	NA
1987	19	9	NA
1988	31	10	8
1989	31	23	12
1990	77	32	22
Total	191	84	42

NA - Not applicable/not available.

*Music video certification began in 1985.

Note: Music Video Criteria. RIAA announced certification levels to designate Gold and Platinum Music Video Awards for non-threatrically released home music video product on October 1, 1985. The first of the music videos to be awarded were certified on October 10, 1985. They were "Huey Lewis and the News," and "Phil Collins No Jacket Required EP."

A music video is defined as a music title that has not been exhibited in a motion picture theater prior to its release as a videocassette or videodisc.

Gold Music Video Criteria. Effective April 1, 1991, the criteria for a non-theatrical Gold Music Video Single is the sale of 25,000 units. The criteria for a Gold Music Video Long Form is the sale of 50,000 units.

Platinum Music Video Criteria. The non-theatrical Platinum Music Video Single criteria is the sale of 50,000 units. The criteria for a Platinum Music Video Long Form is the sale of 100,000 units.

Multi-Platinum Music Video Criteria. The Multi-Platinum Music Video category was introduced by the RIAA in January 1988 as an indication of the continued success of music video sales. Currently, the criteria for a Multi-Platinum Video Long Form Award is the sale of 200,000 units. Multi-Platinum Music Videos may recertify in increments of 100,000 units. Criteria for a Multi-Platinum Music Video Single is the sale of 100,000 units. Multi-Platinum Music Video Singles may recertify in increments of 50,000 units. The first music video single to certify Multi-Platinum was Madonna's "Justify My Love," with 400,000 units.

Source: Recording Industry Association of America Inc., Inside the Recording Industry: A Statistical Overview - 1990 Update, Washington, D.C., 1990, pp. 14-16. (Copyright)

Table 8-46.
Annual factory sales of consumer electronics products by type: U.S., 1979-1989

Product	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
					(in millions of dollars)						
Monochrome TV receivers	561	588	505	507	465	419	328	373	341	236	156
Color TV receivers	3,685	4,210	4,349	4,253	5,002	5,538	5,565	6,040	6,303	6,277	6,530
Projection TV	NA	NA	287	236	268	385	488	529	527	529	478
Videocassette recorders	389	621	1,127	1,303	2,162	3,585	4,738	5,258	5,093	4,820	4,632
Videodisc players	NA	NA	55	54	81	45	23	26	30	40	59
Audio systems (a)	748	809	720	573	630	976	1,372	1,370	1,048	1,225	1,217
Separate audio components	1,178	1,424	1,363	1,181	1,268	913	1,132	1,358	1,715	1,854	1,871
Home radio	436	468	501	530	565	661	379	408	409	377	379
Portable audio tape equipment (b)	1,739	403	1,157	971	1,102	1,191	1,140	1,389	1,469	1,547	1,595
Auto sound equipment (c)	623	1,368	2,000	2,100	1,900	2,500	2,761	3,135	3,523	3,937	4,125
Blank audio cassettes	NA	NA	242	219	249	256	263	292	364	354	367
Blank video cassettes	NA	NA	NA	357	580	770	1,055	1,235	1,006	936	923
Accessories (d)	NA	NA	NA	NA	NA	NA	NA	NA	NA	1,029	1,001
Total	9,359	10,891	12,306	12,284	14,272	17,239	19,244	21,413	21,828	23,161	23,333
Related products (estimates by consensus) (e)	NA	NA	NA	1,810	3,065	3,780	5,822	6,903	7,350	7,261	8,309
Grand Total (f)	9,359	10,891	12,306(g)	14,094(g)	17,337(g)	21,019(g)	25,066(g)	28,316(g)	29,178	30,422(g)	31,642

NA - Not available.

(a) Prior to 1981, data include console phone.

(b) Prior to 1980, data include some tape equipment other than portable.

(c) Prior to 1980, data reflect factory installed car audio products only.

(d) Prior to 1988, data included in related products.

(e) Includes videocassette players, home satellite earth stations, home computers, telephone equipment, accessories, and home security systems. Prior to 1985, data reflect home computers and telephone equipment only.

(f) Grand Total excludes home computer software sales-- not considered totally electronic.

(g) Revised.

Source: Electronic Industries Association Marketing Services Department. Data taken from Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1990 Update, Washington, D.C., 1991, pp. 17-18. (Copyright)

Table 8-47.
U.S. imports and exports of prerecorded tapes and discs: 1989

(U.S. Dollar Value, in millions)

Country	Imports				Exports			
	Cassettes	45's	CD's	LP's	Cassettes	45's	CD's	LP's
Argentina	7	NA	NA	NA	NA	NA	NA	NA
Australia	510	67	195	123	5,821	1,212	1,120	1,248
Austria	NA	92	820	80	NA	NA	399	NA
Barbados	NA	NA	NA	24	NA	NA	NA	NA
Belgium	NA	82	439	342	1,015	1,793	279	569
Brazil	NA	4	230	27	1,270	274	574	232
Canada	6,545	1,561	5,271	639	15,558	2,000	8,902	2,827
China	54	NA	NA	NA	1,794	NA	NA	NA
Columbia	8	395	NA	41	NA	201	NA	359
Czechoslovakia	NA	NA	99	NA	NA	NA	NA	NA
Denmark	15	NA	130	48	1,065	614	311	824
Dominican Rep	NA	7	NA	34	NA	NA	NA	NA
Finland	13	NA	NA	NA	13	331	384	387
France	999	75	2,679	273	5,749	787	3,182	2,625
Gabon	10	NA	NA	NA	10	NA	NA	NA
Germany, West	1,100	400	20,017	1,131	12,263	2,838	3,996	2,982
Greece	NA	72	166	NA	NA	206	NA	512
Hong Kong	369	NA	201	NA	2,551	481	3,299	602
Hungary	NA	NA	277	NA	NA	NA	NA	NA
Iceland	NA	NA	NA	NA	NA	NA	NA	340
India	312	NA	89	49	1,767	NA	NA	NA
Ireland	101	NA	40	10	1,967	NA	NA	NA
Israel	NA	NA	142	NA	1,237	NA	NA	NA
Italy	15	312	1,261	481	3,002	2,841	421	4,355
Jamaica	NA	22	NA	77	NA	NA	NA	NA
Japan	2,351	707	4,929	224	18,446	3,228	20,315	43,642
Korea, South	737	60	321	NA	4,376	NA	470	255
Malaysia	7	NA	NA	NA	NA	NA	NA	NA
Mexico	1,926	59	NA	90	3,340	2,685	2,727	1,135
Netherlands	85	113	2,454	194	1,497	3,333	2,699	4,376
New Zealand	NA	NA	NA	28	NA	NA	NA	NA
Norway	NA	NA	73	NA	NA	715	407	839
Paraguay	NA	NA	NA	NA	NA	218	NA	NA
Portugal	NA	8	NA	NA	NA	NA	NA	NA
Rep. of South Africa	NA	NA	NA	NA	1,171	NA	NA	199
Saudi Arabia	NA	NA	NA	NA	NA	NA	249	NA
Singapore	2,402	NA	NA	NA	1,993	366	640	NA
Soviet Union	NA	9	NA	NA	NA	NA	NA	NA
Spain	NA	9	NA	65	1,281	1,079	176	847
Sweden	235	38	389	36	1,131	692	505	2,770
Switzerland	9	25	958	30	1,911	822	585	1,698
Taiwan	9	9	50	NA	3,856	258	2,013	288
Thailand	NA	NA	NA	NA	NA	294	NA	NA
United Arab Emirates	NA	NA	NA	NA	NA	NA	253	NA
UK	1,994	3,151	16,545	6,318	11,917	3,003	1,781	8,523
Venezuela	NA	94	NA	131	NA	NA	NA	NA
Total Other	*21*	*16*	*126*	*79*	*7,559*	*1,665*	*1,418*	*1,269*
Total World	**19,833**	**7,386**	**57,902**	**10,572**	**113,537**	**31,938**	**57,107**	**83,701**

NA - Not available or amount below report minimum..

Note: In January 1989, the United States adopted the Harmonized Commodity Description and Coding System (the Harmonized System) in order to conform with the customs tariff schedule in use by its major trading partners. The Harmonized System records the "unit of quantity" by measuring recording surface area, rather than sheer number of units, because of the different sizes and types of music software packaging.

The 1989 data report movement of merchandise, by dollar value, into and out of the U.S. foreign trade zones, the U.S. Virgin Islands, and the U.S. Customs territory (including the 50 States, the District of Columbia, and Puerto Rico. Valuation for exports and imports includes the selling price (or, in the case of exports, cost if not sold); freight; insurance; duty on imports; and other changes to the point of import or export.

Source: U.S. Trade Commission (ITC). Data taken from Recording Industry Association of America, Inc., Inside the Recording Industry: A Statistical Overview - 1990 Update, Washington, D.C., 1991, pp. 22 and 23. (Copyright)

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1989 Edition

Updates Table 8-75

Table 8-48.
Total membership and percent change in membership of Screen Actors Guild (SAG): 1933-1990

Year	Total members*	Number change from previous year		Percent change from previous year	
1933	2,462	NA	NA	NA	NA
1934	3,150	(+)	688	(+)	27.9
1935-1938	NA	NA	NA	NA	NA
1939	8,362	NA	NA	NA	NA
1940	8,704	(+)	342	(+)	4.1
1941	9,228	(+)	524	(+)	6.0
1942	8,277	(-)	951	(-)	10.3
1943	8,604	(+)	327	(+)	4.0
1944	9,642	(+)	1,038	(+)	12.1
1945	8,173	(-)	1,469	(-)	15.2
1946	9,548	(+)	1,375	(+)	16.8
1947	9,137	(-)	411	(-)	.6
1948	7,663	(-)	1,474	(-)	16.1
1949	7,707	(+)	44	(+)	.6
1950	7,338	(-)	369	(-)	4.8
1951	7,404	(+)	66	(+)	.9
1952	7,975	(+)	571	(+)	7.7
1953	8,218	(+)	243	(+)	3.1
1954	8,370	(+)	152	(+)	1.9
1955	9,831	(+)	1,461	(+)	17.5
1956	10,082	(+)	251	(+)	2.6
1957	11,174	(+)	1,092	(+)	10.8
1958	12,457	(+)	1,283	(+)	1.5
1959	13,403	(+)	946	(+)	7.6
1960	13,685	(+)	282	(+)	2.1
1961	13,944	(+)	259	(+)	1.9
1962	14,315	(+)	371	(+)	2.7
1963	14,768	(+)	453	(+)	3.2
1964	15,302	(+)	534	(+)	3.6
1965	16,225	(+)	923	(+)	6.0
1966	16,793	(+)	568	(+)	3.5
1967	18,495	(+)	1,702	(+)	10.1
1968	20,441	(+)	1,946	(+)	10.5
1969	21,748	(+)	1,307	(+)	6.4
1970	22,515	(+)	767	(+)	3.5
1971	25,060	(+)	2,545	(+)	11.3
1972	26,610	(+)	1,550	(+)	6.2
1973	27,904	(+)	1,294	(+)	5.2
1974	29,797	(+)	1,893	(+)	6.8
1975	31,522	(+)	1,725	(+)	5.8
1976	32,434	(+)	912	(+)	2.9
1977	35,118	(+)	2,684	(+)	8.3
1978	38,981	(+)	3,863	(+)	11.0
1979	43,241	(+)	4,260	(+)	10.9
1980	47,132	(+)	3,891	(+)	9.0
1981	50,414	(+)	3,282	(+)	7.0
1982	51,715	(+)	1,301	(+)	2.6
1983	54,017	(+)	2,302	(+)	4.5
1984	57,082	(+)	3,065	(+)	5.7
1985	60,821	(+)	3,739	(+)	6.6
1986*	62,660 *	(+)	1,830	(+)	3.0
1987	70,323	(+)	7,663	(+)	12.2
1988	72,305	(+)	1,982	(+)	2.8
1989	74,174	(+)	1,869	(+)	2.6
1990	76,627	(+)	2,453	(+)	3.3

NA - Not available.

Note: In May 1986, SAG membership was 62,660 and American Federation of Radio and Television Actors (AFTRA) was 63,839. There were 34,487 members of SAG belonging to both unions (55 percent of SAG membership and 54 percent of AFTRA).

*Data on total members varies for 1986. In table 8-79 of the 1989 edition, the total was 69,209.

Source: (1933-1988) Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, January 1990; (1989-1990) Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, January 1992.

1989 Edition

Updates Table 8-76

Table 8-49.

Total earnings and members of Screen Actors Guild (SAG) by geographic branch for all contracts: 1986, 1988, and 1990 (continued on next page)

Branch	Earnings	Percent of earnings	Members	Percent of members
		1986		
Hollywood	403,412,608	56.1	31,311	45.2
New York	241,967,840	33.6	23,483	33.9
Chicago	27,622,228	3.8	2,390	3.5
San Francisco	10,777,447	1.5	1,913	2.8
Florida	6,985,236	1.0	2,518	3.6
Detroit	3,531,410	0.5	593	0.9
Boston	3,357,592	0.5	698	1.0
Dallas	3,200,523	0.4	631	0.9
Washington, D.C.	2,572,334	0.4	924	1.3
Georgia	2,289,208	0.3	505	0.7
Tennessee	1,995,359	0.3	235	0.3
Philadelphia	1,989,529	0.3	734	1.0
Hawaii	1,908,536	0.3	630	0.9
Denver	1,896,426	0.3	451	0.7
San Diego	1,760,715	0.2	358	0.5
Arizona	1,034,852	0.1	574	0.8
New Mexico	937,985	0.1	106	0.2
Houston	576,784	0.08	274	0.4
Nevada	333,478	0.05	276	0.4
Utah	195,112	0.03	156	0.2
Other	1,335,216	0.2	449	0.6
Total	719,680,418		69,209 *	
		1988		
Hollywood	425,424,192	55.4	32,985	45.6
New York	260,385,767	33.9	23,738	32.8
Chicago	30,428,925	4.0	2,538	3.5
San Francisco	11,800,302	1.5	1,952	2.7
Florida	8,762,533	1.1	2,915	4.0
Detroit	4,198,535	0.5	601	0.8
Washington, D.C.	3,732,178	0.5	1,128	1.6
Boston	3,591,365	0.5	812	1.1
Dallas	2,616,855	0.3	624	0.9
Philadelphia	2,478,421	0.3	829	1.1
Hawaii	2,332,867	0.3	639	0.9
Georgia	2,048,378	0.3	502	0.7
Tennessee	1,723,189	0.2	219	0.3
San Diego	1,218,774	0.2	348	0.5
Arizona	1,178,605	0.2	551	0.8
Denver	1,169,169	0.2	494	0.7
New Mexico	901,619	0.1	125	0.2
Houston	684,416	0.1	301	0.4
Utah	428,107	0.1	157	0.2
Nevada	261,805	0.0	298	0.4
Other	2,186,131	0.3	549	0.8
Total	767,552,133		72,305 *	

Note: Includes active members only.

*Number of members varies somewhat depending on time of membership count. Membership includes both activie and unactive members.

Source: Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990.

Table 8-49.
Total earnings and members of Screen Actors Guild (SAG) by geographic branch for all contracts: 1986, 1988, and 1990 (continued from previous page)

Branch	Earnings	Percent of earnings	Members	Percent of members
			1990	
Hollywood	580,913,288	56.9	36,931	47.4
New York	331,799,835	32.5	23,736	30.4
Chicago	38,372,200	3.8	2,769	3.6
San Francisco	16,728,733	1.6	2,151	2.8
Florida	15,822,007	1.5	3,329	4.3
Washington, D.C	4,876,719	0.5	1,198	1.5
Detroit	4,330,188	0.4	618	0.8
Boston	3,939,230	0.4	991	1.3
Philadelphia	3,442,310	0.3	863	1.1
Dallas	3,364,120	0.3	634	0.8
Georgia	3,173,914	0.3	484	0.6
Hawaii	2,170,421	0.2	643	0.8
Tennessee	2,162,922	0.2	294	0.4
Arizona	1,813,211	0.2	607	0.8
Denver	1,618,056	0.2	483	0.6
San Diego	1,471,994	0.1	369	0.5
Houston	1,011,572	0.1	351	0.5
New Mexico	824,886	0.1	283	0.4
Utah	391,743	0.04	171	0.2
Nevada	268,924	0.03	325	0.4
Other	3,027,952	0.3	749	1.0
Total	1,021,524,225		77,979 *	

Note: Includes active members only.

*Number of members varies somewhat depending on time of membership count. Membership includes both activie and unactive members.

Source: Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, December 1991.

1989 Edition
Updates Table 8-81

Table 8-50.
Screen Actors Guild (SAG) membership by ethnicity and gender: 1986, 1988, and 1990

Ethnicity	Total number*	Total percent	Male number	Male percent	Female number	Female percent
			1986			
Asian/Pacific	925	1.7	463	1.5	462	2.0
Black	4,033	7.5	2,368	7.8	1,665	7.1
Caucasian	46,676	87.0	26,178	86.5	20,498	87.8
Latino/Hispanic	1,853	3.5	1,164	3.8	689	2.9
American Indian	145	.3	101	.3	44	.2
Total (a)	53,632	100	30,274	100	23,358	100
			1988			
Asian/Pacific	1,319	1.9	679	1.7	640	2.1
Black	5,611	8.0	3,297	8.3	2,314	7.6
Caucasian	60,645	86.1	34,177	85.6	26,468	86.9
Latino/Hispanic	2,664	3.8	1,674	4.2	990	3.2
American Indian	171	.2	118	.3	53	.2
Total (a)	70,410	100	39,945	100	30,465	100
			1990			
Asian/Pacific	1,435	1.9	742	1.8	693	2.1
Black	6,069	8.1	3,579	8.5	2,490	7.7
Caucasian	64,026	85.9	36,108	85.3	27,918	86.6
Latino/Hispanic	2,856	3.8	1,777	4.2	1,079	3.3
American Indian	183	0.2	123	0.3	60	0.2
Total (b)	74,569	100	42,329	100	32,240	100

(a) Based on total SAG membership statistics of those for whom information is available. Excluding "Other" and "Unknown."

(b) October 1990 figures.

Source: (1986 and 1988) Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990; (1990) Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, January 1992.

1989 Edition
Updates Table 8-77

Table 8-51.
Screen Actors Guild (SAG) earnings by type of contract and geographic branch: 1986, 1988, and 1990 (continued on next page)

Branch	Theatrical	Television	Commercial	Industrial
		1986		
Total earnings in thousands*	129,228	289,407	293,573	7,423
		(percent of total earnings)		
Hollywood	60.8	75.3	35.8	24.3
New York	30.4	19.5	49.0	34.9
Chicago	3.3	1.2	6.6	4.7
San Francisco	1.5	1.3	1.7	1.0
Florida	.7	.5	1.5	2.3
Detroit	.0	.0	.9	10.5
Boston	.2	.2	.7	4.5
Dallas	.4	.2	.7	2.1
Washington, D.C	.3	.1	.4	12.5
Georgia	.2	.2	.5	.3
Tennessee	.1	.1	.5	.0
Philadelphia	.4	.1	.4	.8
Hawaii	.2	.4	.1	.0
Denver	.4	.1	.4	.4
San Diego	.1	.3	.2	.5
Arizona	.2	.1	.1	.5
New Mexico	.5	.1	.0	.0
Houston	.1	.1	.1	.5
Nevada	.0	.0	.1	.0
Utah	.0	.0	.0	.1
Other	.2	.1	.3	.1
		1988		
Total earnings in thousands*	178,342	283,574	296,250	9,386
		(percent of total earnings)		
Hollywood	59.6	70.7	45.2	35.2
New York	32.5	23.4	39.0	22.8
Washington, D.C	2.7	1.9	6.8	15.8
Detroit	1.1	1.2	2.1	8.4
Boston	1.0	0.8	1.6	5.9
Chicago	0.4	0.5	1.1	2.9
Dallas	0.3	0.2	0.6	2.0
Florida	0.3	0.2	0.6	1.6
San Francisco	0.3	0.2	0.5	1.4
Philadelphia	0.3	0.2	0.5	0.6
Arizona	0.3	0.2	0.4	0.5
Georgia	0.2	0.2	0.4	0.5
Utah	0.2	0.1	0.2	0.4
Denver	0.1	0.1	0.2	0.4
Houston	0.1	0.1	0.1	0.4
San Diego	0.1	0.1	0.1	0.3
Hawaii	0.0	0.1	0.1	0.2
Tennessee	0.0	0.0	0.1	0.1
Nevada	0.0	0.0	0.0	0.0
New Mexico	0.0	0.0	0.0	0.0
Other	0.3	0.1	0.5	0.4

Note: Includes both active and unactive members.

*1986 earnings for theatrical, television, commercial, and industrial does not sum to total in tables 8-76 or 8-78 of the 1989 edition.

1989 Edition
Updates Table 8-77

Table 8-51.
Screen Actors Guild (SAG) earnings by type of contract and geographic branch: 1986, 1988, and 1990 (continued from previous page)

Branch	Theatrical	Television	Commercial	Industrial
		1990		
Total earnings in thousands*	260,142	404,035	348,511	8,836
		(percent of total earnings)		
Hollywood	60.3	69.4	40.5	27.8
New York	32.5	23.2	43.4	25.0
Chicago	2.6	2.2	6.4	3.7
San Francisco	1.2	1.1	2.6	2.8
Florida	0.7	1.4	2.3	3.6
Detroit	0.03	0.1	0.9	9.9
Philadelphia	0.4	0.2	0.5	0.7
Washington, D.C.	0.3	0.2	0.5	17.0
Georgia	0.2	0.3	0.4	0.7
Hawaii	0.2	0.3	0.2	0.1
Dallas	0.2	0.2	0.6	1.7
Boston	0.2	0.2	0.6	3.3
Tennessee	0.2	0.1	0.4	0.3
Denver	0.1	0.2	0.1	0.6
Arizona	0.1	0.2	0.2	0.3
New Mexico	0.1	0.1	0.03	0.1
Houston	0.1	0.1	0.1	1.1
San Diego	0.1	0.2	0.2	0.2
Nevada	0.1	0.02	0.01	0.03
Utah	0.03	0.04	0.02	0.9
Other	0.4	0.2	0.3	0.2

Note: Includes both active and unactive members.

*1986 earnings for theatrical, television, commercial, and industrial does not sum to total in tables 8-76 or 8-78.

Source: Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, December 1991.

1989 Edition
Updates Table 8-78

Table 8-52.
Screen Actors Guild (SAG) earnings and members by type of contract for all members: 1983-1990

Type of contract	1983	1984	1985	1986	1987	1988	1989	1990
				(earnings in thousands)				
Theatrical	84,006	90,032	102,534	134,614	156,780	184,353	221,792	260,142
Television	210,710	240,713	280,684	299,339	332,152	292,489	373,058	404,035
Commercials	238,962	260,177	287,412	306,213	301,358	308,480	335,417	348,511
Industrials	3,576	4,519	5,692	7,666	9,110	9,614	9,612	8,836
All contracts	537,254	595,441	676,322	747,832	799,400	794,936	939,879	1,021,524
					(member count)			
Theatrical	22,423	27,278	27,536	30,647	30,846	36,423	40,153	42,366
Television	32,690	33,524	36,284	39,002	39,110	39,575	39,138	43,502
Commercials	22,273	24,059	24,571	25,097	25,632	25,297	25,663	26,043
Industrials	3,103	3,534	4,081	4,257	5,188	5,472	5,510	5,086
All contracts	50,456	54,377	57,167	60,599	62,656	64,292	110,464	116,997

*The total for all contracts is less than the total when member counts are summed because of multiple contracts per person. Not all members have contracts.

Source: Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, December 1991.

1989 Edition
Updates Table 8-79b

Table 8-53.
Distribution of total annual earnings of Screen Actors Guild (SAG) active members: 1988 and 1990

Total earnings	Number of members	Percent
	1988	
$0 - $5,000	51,474	75.4
$5,001 - $10,000	5,417	7.9
$10,001 - $20,000	4,524	6.6
$20,001 - $30,000	1,981	2.9
$30,001 - $40,000	1,120	1.6
$40,001 - $50,000	800	1.2
Over $50,000	2,982	4.4
Total	68,298	100
	1990	
$0 - $5,000	57,494	73.7
$5,001 - $10,000	6,430	8.2
$10,001 - $20,000	5,300	6.8
$20,001 - $30,000	4,579	5.9
$30,001 - $40,000	1,289	1.7
$40,001 - $50,000	710	0.9
Over $50,000	2,177	2.8
Total	77,979	100

Source: (1980) Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, January 1990; (1990) Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, December 1991.

1989 Edition

Updates Table 8-79a

Table 8-54.
Average earnings of Screen Actors Guild (SAG) active members by gender and age: 1986, 1988, and 1990

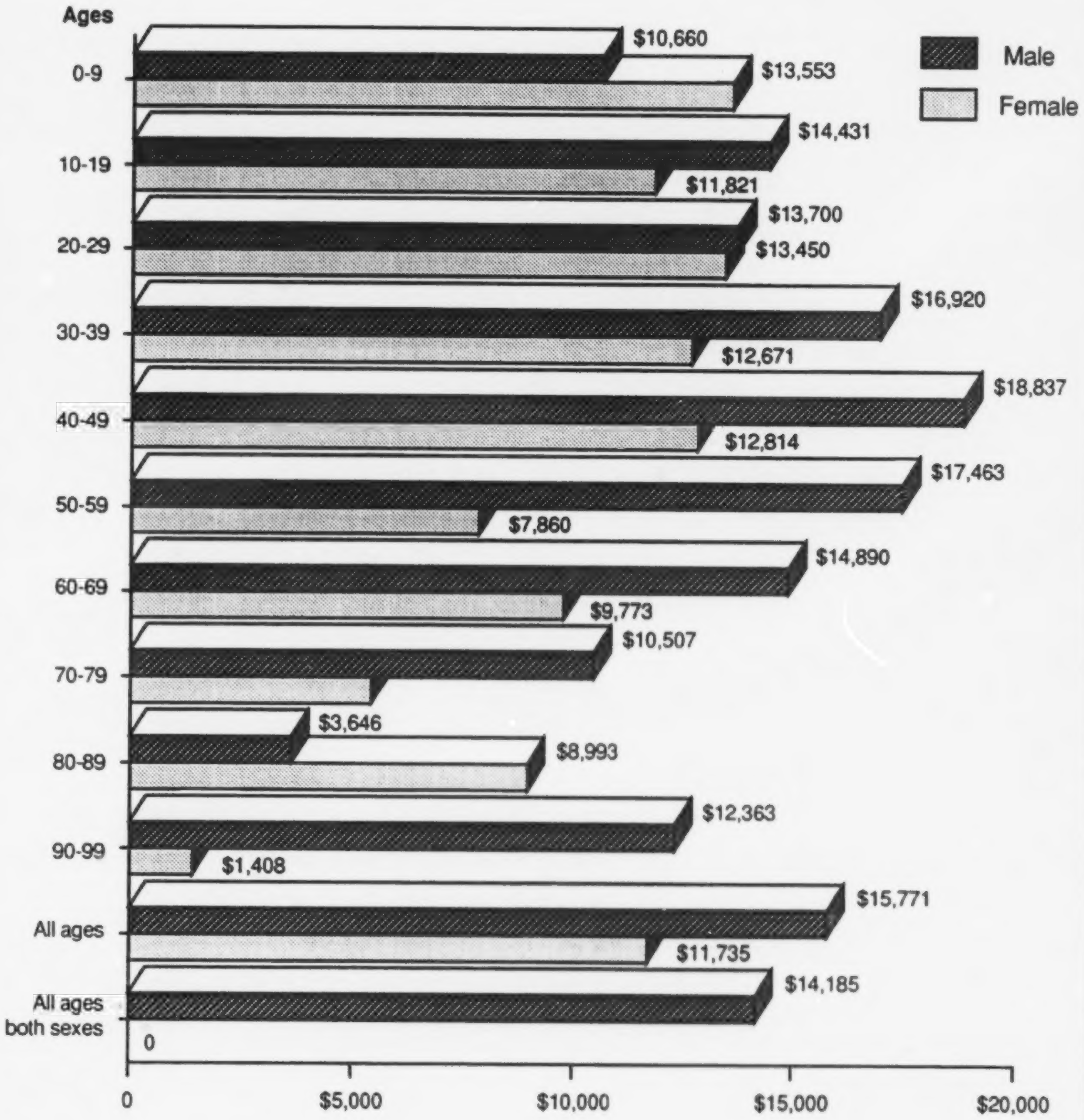
Age	Average earnings of males	Number of members	Average earnings of females	Number of members
			1986	
	(in dollars)		(in dollars)	
0-9	7,879	655	8,072	679
10-19	7,940	2,348	5,944	2,228
20-29	8,130	5,799	7,299	6,155
30-39	11,121	12,118	7,889	10,562
40-49	17,367	7,883	10,277	4,701
50-59	16,178	4,892	7,184	2,177
60-69	15,984	3,087	7,505	1,381
70-79	13,331	1,087	8,246	484
80-89	17,072	199	9,222	129
90-99	28,310	9	6,458	8
Age unknown	1,759	1,485	1,133	1,143
			1988	
0-9	8,943	673	9,331	640
10-19	8,904	2,287	6,990	2,206
20-29	8,904	5,522	8,399	5,880
30-39	11,849	12,435	8,158	10,756
40-49	15,685	9,032	9,489	5,692
50-59	16,799	5,236	6,325	2,423
60-69	13,967	3,431	6,168	1,615
70-79	12,555	1,327	6,093	603
80-89	10,497	282	6,722	173
90-99	60,486	8	3,312	15
Age unknown	2,325	1,177	1,762	892
			1990	
0-9	10,660	652	13,553	632
10-19	14,431	2,191	11,821	1,813
20-29	13,700	5,026	13,450	4,957
30-39	16,920	11,571	12,671	9,008
40-49	18,837	10,195	12,814	6,051
50-59	17,463	5,973	7,860	2,379
60-69	14,890	4,031	9,773	1,642
70-79	10,507	2,009	5,441	732
80-89	3,646	665	8,993	273
90-99	12,363	93	1,408	69
Age unknown	5,682	982	3,871	533

Note: Of the total membership in 1986 and 1988 (69,209 and 72,305), 30 percent had no earnings during the period reported.

Source: (1986 and 1988) Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990; (1990) Unpublished data provided by Robert Cain, Screen Actors Guild.

1989 Edition
Updates Chart 8-7b.

Chart 8-2.
Average annual Screen Actors Guild (SAG) earnings by age and gender: 1990



Note: Figures represent the average session and residual earnings of SAG's 71,477 members under all SAG contracts in calendar year 1990. Average SAG earnings for members of all ages and both sexes were $14,185. Women's average earnings of $11,735 were 26 percent below the general average, while men's average earnings of $12,433 were 20 percent above the general average. In 1986, 20,882 members or 30 percent had no earnings at all; 34 percent or one-third of SAG women had no earnings, while 27 percent or about one-quarter of SAG men had no earnings.

Source: Robert Cain, Screen Actors Guild; See table 8-54 for full citation.

1989 Edition

Updates Table 8-82

Table 8-55.
Screen Actors Guild (SAG) roles by gender, age of performers, and type of roles: 1986, 1988, and 1989

	1986		1988		1989*	
Performer characteristics	Number	Percent	Number	Percent	Number	Percent
Total roles	40,454	100	37,875	100	50,815	100
Male	27,153	67	24,814	66	33,567	66
Female	13,301	33	13,061	34	17,248	34
Leading roles	16,484	100	14,578	100	19,635	100
Male	10,672	65	9,227	63	12,602	64
Female	5,812	35	5,351	37	7,033	36
Supporting roles	23,970	100	23,297	100	31,180	100
Male	16,481	69	15,587	67	20,965	67
Female	7,489	31	7,710	33	10,215	33
Age						
Male						
Under 40	14,833	56	13,557	56	19,395	59
40 and over	11,704	44	10,539	44	13,355	41
Female						
Under 40	8,971	69	8,988	71	12,488	74
40 and over	3,958	31	3,673	29	4,339	26

Note: Figures represent theatrical and television reports on 40,454 roles filed in 1986 and 37,855 roles filed in 1988 with Screen Actors Guild (SAG) Affirmative Action.

*Latest figures available.

Source: (1986 and 1988) Unpublished data provided by Tony Phipps, Screen Actors Guild, Hollywood, CA, December 1987 and January 1990; Unpublished data provided by Robert Cain, Screen Actors Guild, Hollywood, CA, January 1992.

Table 8-56.
Earned degrees in communications conferred by institutions of higher education, by level of degree and gender of student: 1970-1971 to 1988-1989

Year	Bachelor's degrees			Master's degrees			Doctor's degrees		
	Total	Men	Women	Total	Men	Women	Total	Men	Women
1970-71.............	10,802	6,989	3,813	1,856	1,214	642	145	126	19
1971-72.............	12,340	7,964	4,376	2,200	1,443	757	111	96	15
1972-73.............	14,317	9,074	5,243	2,406	1,546	860	139	114	25
1973-74.............	17,096	10,536	6,560	2,640	1,668	972	175	146	29
1974-75.............	19,248	11,455	7,793	2,794	1,618	1,176	165	119	46
1975-76.............	21,282	12,458	8,824	3,126	1,818	1,308	204	154	50
1976-77.............	23,214	12,932	10,282	3,091	1,719	1,372	171	130	41
1977-78.............	25,400	13,480	11,920	3,296	1,673	1,623	191	138	53
1978-79.............	26,457	13,266	13,191	2,882	1,483	1,399	192	138	54
1979-80.............	28,616	13,656	14,960	3,082	1,527	1,555	193	121	72
1980-81.............	31,282	14,179	17,103	3,105	1,448	1,657	182	107	75
1981-82.............	34,222	14,917	19,305	3,327	1,578	1,749	200	136	64
1982-83.............	38,602	16,185	22,417	3,604	1,661	1,943	214	126	88
1983-84.............	40,165	16,647	23,518	3,656	1,600	2,056	219	131	88
1984-85.............	42,083	17,238	24,845	3,669	1,576	2,093	234	143	91
1985-86.............	43,091	17,647	25,444	3,823	1,610	2,213	223	116	107
1986-87.............	45,408	18,155	27,253	3,937	1,606	2,331	275	158	117
1987-88 (a).........	46,726	18,592	28,134	3,925	1,568	2,357	234	134	100
1988-89 (b).........	48,625	19,263	29,362	4,233	1,710	2,523	248	137	111

Note: Includes degrees in communications: general, journalism, radio-television, advertising, communication media, and other communications.

(a) Revised from previously published data.

(b) Preliminary data.

Source: U.S. Department of Education, Center for Education Statistics, "Degrees and Other Formal Awards Conferred" surveys, and Integrated Postsecondary Education Data System (IPES) "Completions" survey. (This table was prepared February 1991). As included in U.S. Department of Education, National Center for Education Statistics, Digest of Education Statistics: 1991, U.S. Government Printing Office, Washington, D.C., November 1991, table 255, p. 275.

APPENDIX 1

Tables from Report on a Survey of Arts and Cultural Activities in Great Britain

Table A-1.
Percent of respondents indicating that they attend various arts and cultural events by demographic characteristics: 1991 (Arts Council of Great Britain Survey) (continued on next page)

Demographic characteristic	Any event	Plays/Musicals Variety/Panto. Ballet/Opera Contemp. dance	Any music	Cinema	Any galleries Exhibitions/ Museums
			(percent attending)		
Total	79	41	41	45	48
Gender					
Male	80	36	45	47	48
Female	78	46	38	42	48
Age					
16-24	91	37	63	81	46
25-34	85	41	48	62	49
35-44	83	47	40	49	57
45-54	82	48	38	36	55
55-64	75	46	35	23	47
65+	59	33	21	8	35
Social status					
Upper middle class/middle class	91	64	57	56	71
Lower middle class	87	54	51	53	58
Skilled working class	80	35	37	45	44
Working class	73	26	35	41	34
Those at lowest subsistence	58	27	25	22	27
Region					
London	83	47	45	54	49
Scotland	81	45	45	48	50
South East	80	45	44	42	52
North West	80	41	39	46	45
Yorks/Humbs	80	35	38	46	53
East Midlands	79	39	40	42	47
West Midlands	78	37	41	43	39
North	77	36	39	42	44
East Anglia	76	36	47	41	49
South West	76	42	40	40	49
Wales	74	35	33	38	37
Urban/rural category					
Conurbation	79	39	41	48	45
Other urban	79	43	43	45	50
Rural	79	42	40	38	49
Car transport					
Car	85	46	45	48	54
No car	68	31	34	38	34
Health problems					
With disabilities	58	30	24	17	33
No disabilities	83	43	45	50	50
Presence of children					
Children	83	40	41	55	49
No children	77	42	41	38	47

Table A-1.
Percent of respondents indicating that they attend various arts and cultural events by demographic characteristics: 1991 (Arts Council of Great Britain Survey) (continued from previous page)

Demographic characteristic	Any event	Plays/Musicals Variety/Panto. Ballet/Opera Contemp. dance	Any music	Cinema	Any galleries Exhibitions/ Museums
			(percent attending)		
Terminal education age					
19+	94	67	67	71	76
17-18	91	54	51	61	61
16 or under	73	33	34	35	39
Students	96	57	73	88	66
Ethnic origin					
European	79	42	42	45	48
Afro Caribbean/South Asian	82	27	42	45	40
Afro Caribbean not Great Britain	55	24	44	40	41
Afro Caribbean Great Britain	94	46	68	75	43
South Asian not Great Britain	70	24	27	28	43
South Asian Great Britain	84	18	39	72	33

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, tables 1a and 1b.

Methodological note: The Arts Council of Great Britain commissioned the survey in May 1991. The survey had three main objectives: to assist in the preparation of a National Arts and Media Strategy for Great Britain; to establish baseline information on attendance, participation and other forms of interest in arts and cultural activities together with attitudes to funding, provision, access, education and the influence of broadcasting; to obtain information which will help organizations receiving Arts Council funding to further develop their audiences. Questions were included in RSGB's General Omnibus Survey in June/July 1991. An omnibus survey enables a number of clients to ask questions within the same interview, thus sharing the costs of locating respondents and collecting demographic information. The survey was based on four weekly waves of around 2,000 adults per wave, adults being males and females aged 16 or more. The total sample interviewed in the 4-week period was 7,919. Respondents were selected for interview in a minimum of 260 sampling points, by a random location method. Respondents were personally interviewed at home. Respondents were classified according to various criteria; Social grade - this indicates the socioeconomic status of the respondent defined via the occupation of the head of the household; Region - regions used are Registrar General's Standard Regions; Ethnic origin - a distinction has been drawn between those of African\Caribbean and South Asian origin who spent the first 10 years of their lives in Great Britain and those who did not. Back checking was carried out in accordance with the requirements of the Market Research Society Interviewer Card Scheme. After clerical inspection, coding, and data entry, key data from the questionnaires were edited by computer and, where necessary, corrected by reference to the questionnaires themselves. In the course of tabulation, weights are used to compensate for minor sampling deviations from the national demographic profile.

Table A-2.
Frequency of attendance to arts and cultural activities: 1991 (Arts Council of Great Britain Survey)

Activity	Frequency of attendance of those indicating they ever attended			
	4 times or more a year	2 - 3 times a year	Once a year or less	Don't know
	(percentage distribution)			
Cinema/films (45 percent)	56	26	16	*
Stately homes (33 percent)	20	38	40	*
Museums (32 percent)	22	39	37	*
Craft exhibits/galleries (26 percent)	29	46	13	*
Plays (24 percent)	30	40	29	*
Musicals (19 percent)	16	42	40	*
Paint/sculpture exhibits (18 percent)	28	39	32	*
Pop music (18 percent)	30	32	35	3
Variety/pantomine (17 percent)	7	23	68	*
Rock music (13 percent)	34	35	29	*
Orchestral music (11 percent)	27	37	33	3
Photo exhibits/galleries (10 percent)	24	39	35	*

Note: Data show the frequency for the events and activities which were attended by 10 percent or more of the population. See table A-1 for methodological note.

*2 percent or less.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Chart 2.

Table A-3.
Frequency of attendance to musical events: 1991 (Arts Council of Great Britain Survey)

Events	Frequency of attendance of those indicating they ever attended: 4 times or more a year	2 - 3 times a year	Once a year or less	Don't know
	(Percentage distribution) (a)			
Opera (7 percent)	18	34	47	(b)
Country & West (7 percent)	30	28	39	3
Choral (6 percent)	29	39	30	(b)
Jazz (5 percent)	34	31	33	(b)
Folk (4 percent)	33	31	32	4
Reggae (3 percent)	38	32	28	(b)
Gospel (2 percent)	31	19	47	3
English (2 percent)	31	34	20	15
Irish (2 percent)	36	27	28	10
Scottish (1 percent)	20	39	39	(b)
Welsh (1 percent)	21	34	40	5
African (1 percent)	26	25	41	8
Caribbean (1 percent)	25	22	36	19

Note: See table A-1 for methodological note.

(a) Percentages are rounded to nearest whole number, which may cause category to sum to more than 100 percent.

(b) 2 percent or less.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Chart 3.

Table A-4.
Frequency of attendance to dance events: 1991 (Arts Council of Great Britain Survey)

Events	4 times or more a year	2 - 3 times a year	Once a year or less	Don't know
	Frequency of attendance of those indicating they ever attended			
	(Percentage distribution) (a)			
Ballet (6 percent)	12	32	52	4
Ballroom dancing (5 percent)	51	21	24	4
Contemporary (3 percent)	25	30	43	(b)
Folk dancing (3 percent)	26	27	43	5
Scottish dance (1 percent)	17	26	54	(b)
English dance (1 percent)	32	38	21	9
Irish dance (1 percent)	30	26	40	5
African dance (1 percent)	20	21	56	4
Caribbean dance (1 percent)	31	21	35	13
Mime (1 percent)	9	26	62	(b)

Note: See table A-1 for methodological note.

(a) Percentages are rounded to nearest whole number, which may cause category to sum to more than 100 percent.

(b) 2 percent or less.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Chart 4.

Table A-5.
Percent of respondents viewing and listening to arts and cultural activities: 1991 (Arts Council of Great Britain Survey)

	Media			
Activities	TV	Video	Radio	Records, tapes or compact discs
	(percent viewing or listening)			
Films	86	59	NA	NA
Plays	47	8	10	1
Pop music	34	16	42	45
Musicals	25	7	4	7
Variety/pantomine	21	2	2	1
Ballroom dancing	20	1	NA	NA
Rock music	19	10	18	25
Orchestral music	16	2	13	19
Country & Western	16	3	11	14
Opera	11	3	4	8
Ballet	11	1	NA	NA
Jazz	8	1	7	9
Choral music	6	1	4	5
Reggae	6	2	5	7
Folk music	6	1	4	6
Gospel music	5	1	2	2
Contemporary dance	4	1	NA	NA
Scottish music	3	*	2	2
Irish music	3	*	1	2
Folk dancing	3	*	NA	NA
Scottish dancing	3	*	NA	NA
Poetry or literature reading	2	*	2	1
Welsh music	2	*	1	1
English music	2	*	2	1
Caribbean music	2	*	1	2
Any	95	64	70	73

NA - Not applicable.

Note: See table A-1 for methodological note.

*Less than 1 percent.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Table 2.

Table A-6.
Percent of respondents viewing or listening to various types of arts and cultural activities among people who do not attend in person: 1991 (Arts Council of Great Britain Survey)

Activities	All adults (n = 7,919)	Not very or at all interested in arts (n = 3,583)
	(percent)	
Films	45	51
Pop music	38	42
Plays	31	32
Musicals	19	17
Orchestral music	18	12
Country & Western	18	18
Rock music	18	17
Ballroom dancing	17	15
Variety/pantomine	15	16
Opera	10	5
Ballet	7	3
Jazz	8	5
Folk music	8	5
Reggae	7	6
Choral music	6	3
Gospel music	5	3

Note: See table A-1 for methodological note.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Table 3.

Table A-7.
Extent of respondents participation in various activities and crafts: 1991 (Arts Council of Great Britain Survey)

Activity/craft (a)	Participation			
	Regular	Occasional	Very infrequent	Don't know
	(percent participating)			
Photography (19 percent)	43	48	8	(b)
Disco dancing (11 percent)	40	44	13	3
Work - Textiles (11 percent)	60	30	6	4
Woodwork (10 percent)	39	51	9	(b)
Painting/drawing (8 percent)	48	39	12	(b)
Music instrument (5 percent)	53	31	10	7
Metalwork (4 percent)	49	44	6	(b)
Ballroom dancing (4 percent)	41	40	16	3
Writing stories (4 percent)	45	37	15	3
Making videos (4 percent)	39	41	13	7

Note: Fifty-three percent of the population (7,919) claimed active participation in at least one listed activity. See table A-1 for methodological note.

(a) Of the activities not shown on the table but mentioned by 1 percent of respondents were Scottish dancing, English dancing, folk dancing, sculpture, making films, pottery, jewelery making, gospel music, orchestral music, folk music, country and western music, electro-acoustic music, rock music or reggae; mentioned by 2 percent were drama, writing poetry, choir or other singing to an audience, and pop music.

(b) 2 percent or less.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Chart 10.

Table A-8.
Demographics of active participants in arts/crafts activities: 1991 (Arts Council of Great Britain Survey)

Demographic characteristic	Percent that are active participants in arts/crafts activities
Total	53
Gender	
Male	55
Female	51
Age	
16-24	66
25-44	55
45-64	53
65+	38
Social status	
Upper middle class/middle class	66
Lower middle class	60
Skilled working class	52
Working class	45
Those at lowest subsistence	40
Region	
East Midlands	61
South East	57
Anglia	56
South West	54
West Midlands	53
NW/York/North/Scotland	52
London	50
Wales	47
Urban/rural category	
Conurbation	49
Other urban	55
Rural	56
Ethnic group	
European	53
Afro Caribbean/South Asian	50
Afro Caribbean/not Great Britain	56
Afro Caribbean/Great Britain	77
South Asian/not Great Britain	39
South Asian/Great Britain	36
Health problems	
People with disabilities	41
Other people	55
Terminal education age	
19+	72
17-18	62
16 or under	47
Presence of children	
Children	52
No children	55
Car transport	
Car	58
No car	44

Note: See table A-1 for methodological note.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, tables 4a and 4b.

Table A-9.
Attendance at and participation in various activities: 1991 (Arts Council of Great Britain Survey)

Activities	Participate	Participate and attend
	(percent)	
Photography/attend exhibition/gallery	19	5
Disco dancing/attend any dance	11	2
Craftwork - textiles	11	NA
Woodwork	10	NA
Painting/drawing/attend exhibitions	8	4
Playing musical instrument solo	5	NA
Metalwork	4	NA
Ballroom dancing	4	2
Writing stories/attend poetry/literature readings	4	1
Making videos/attend cinema/films	4	2
Drama/attend plays	2	2
Writing poetry/attend literature readings	2	1
Choir/attend choral music	2	1
Pop music	2	1
Participate in orchestral, chamber music, or choir/ attend orchestral or choral music	2	1

NA - Not applicable.

Note: Some analysis was done to see the relationship between participation and attendance. Unfortunately this was not particularly revelaing because generally the most popular activities do not have a direct counterpart in terms of events which can be attended. See table A-1 for methodological note.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, table 5.

Table A-10.
Frequency of reading books and poetry: 1991 (Arts Council of Great Britain Survey)

	Reading frequency				
	Regularly	Occasionally	Infrequently	Never	Don't know
	(percent)				
Total respondents					
Books	48	24	13	14	1
Poetry	4	12	17	66	1
Respondents very/quite interested in the arts					
Books	61	22	10	7	1
Poetry	7	19	23	50	*

Note: See table A-1 for methodological note.

*Less than 0.5 percent.

Source: The Arts Council of Great Britain, RSGB Omnibus Arts Survey, Report on a Survey on Arts and Cultural Activities in G.B., prepared by Research Survey of Great Britain Limited, RSGB contact, Pam Walker, London, England, August 1991, Chart 13, p. 29.

APPENDIX 2

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APPENDIX 3

Regional Classification

Appendix 3 - Regional Classification

U.S. Bureau of Economic Analysis, of the U.S. Department of Commerce Regions

Northeast

- Connecticut
- Delaware
- District of Columbia
- Maine
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont

Southeast

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Virginia
- West Virginia

Central (Middle)

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin

West

- Alaska
- Arizona
- California
- Colorado
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oklahoma
- Oregon
- Texas
- Utah
- Washington
- Wyoming

U.S. Bureau of Census, Current Population Survey Regions

Northeast

(New England)

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

(Middle Atlantic)

New York
New Jersey
Pennsylvania

South

(South Atlantic)

Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

(East South Central)

Kentucky
Tennessee
Alabama
Mississippi

(West South Central)

Arkansas
Louisiana
Oklahoma
Texas

Midwest

(East North Central)

Ohio
Indiana
Illinois
Michigan
Wisconsin

(West North Central)

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

West

(Mountain)

Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

(Pacific)

Washington
Oregon
California
Alaska
Hawaii